

BAY REGION BUSINESS

Vol. 10

1953



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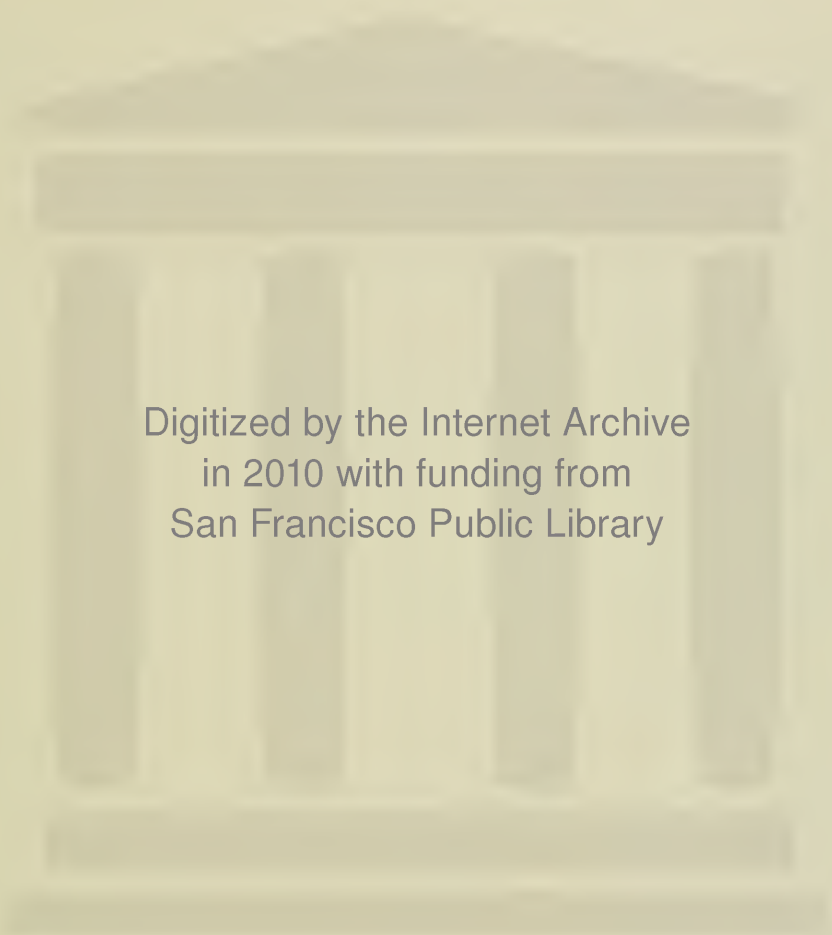
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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

1953 DIRECTORS TAKE OFFICE

President, Others Take Over Duties

New Officers and Directors grasped the reins of the San Francisco Chamber of Commerce this week as 1953 terms began for the 33 chosen in last month's annual election.

At the top of the list of prominent San Francisco business and civic leaders who will guide the Chamber through 1953 is President J. W. Mailliard, III, vice president of Mailliard & Schmiedell.

Mailliard succeeds W. P. Fuller, III, who retired as Chamber President December 31.

First Vice President is Donald Maclean; Second Vice President is Belford Brown and Third Vice President is H. H. Fuller.

Edward W. Engs, Jr. is the new Treasurer and Richard S. Bishop is Assistant Treasurer.

G. L. Fox and Marie A. Hogan continue as General Manager and Secretary, respectively, having been re-elected.

Of the 33 Officers and Directors for 1953, 14 are new and 19 were 1952 Board members re-elected.

To acquaint members with those who will be setting Chamber policy this year, today's Bay Region Business is largely devoted to picture presentation of the 1953 Board members. (See pages 2, 3, 4.) Included are business affiliations and brief biographical sketches.

J. W. Mailliard, III, Follows In Father's Footsteps

Twenty years ago Mr. J. W. Mailliard, Jr., settled down to the first of two productive terms as President of the San Francisco Chamber of Commerce.

This week, his son, J. W. Mailliard, III, assumed the same office for the year 1953.

There was a change: new faces, new departments, new programs. But some things remained the same: the spirit which Mr. Mailliard found within the offices, and the same strong caliber of membership exerting its invisible influence in every corner—guiding the organization to accomplishment for The City and its inhabitants.

Mr. Mailliard was seen this week to have followed in his father's footsteps in other ways. He has been a leader in civic affairs and active in work for the betterment of his city.

He has long been associated with the Chamber program and served on the organ-



J. W. Mailliard, III, at his President's desk in the Chamber

Message From The President . . .

Looking at the future is an interesting pastime but prognosticating for publication is an unrewarding gamble. Nevertheless it is reasonably apparent that San Francisco and its Chamber of Commerce face a year that will be prosperous but challenging, with existing problems becoming more acute and doubtless new ones presenting themselves.

We all hope, I am sure, for at least a slowing down in the inflationary economies of the past few years and, with that, must accept some responsibilities. The most important of these, it seems to me, is that business must make ready to take up some of the slack which will develop as a result of lessening of Government spending. Industry must accept this challenge and certainly not curtail plans for selling, advertising, the expanding of facilities, etc. Figures are available proving that if San Francisco and the Bay Area will face the next year or so with confidence, we cannot help but continue the spectacular growth we have enjoyed.

And it is my sincere hope and belief that

the Officers and Directors of your Chamber of Commerce will actively lead in this direction.

We have real problems of more specific character which have not yet been solved although 1952 saw real progress made on some. We shall continue to study mass transit and traffic congestion and do all in our power to help find their answers. We stand ready and anxious to do anything we can toward putting the wheels in action to get additional Bay crossing capacity. We are continuing to help with re-locating the produce markets and with the urban redevelopment program. We shall certainly maintain our emphasis on foreign and domestic trade and port promotion, and on further cementing our relations with our neighboring communities. Our Agricultural, Industrial, Public Affairs, Publicity, Research, Retail Merchants, Special Events, Transportation and other departments will continue on current programs as well as develop new ones as their need occurs.

With an active and interested membership, committees ably led and willing to work, an outstanding Board of Directors and a staff both loyal and industrious, I am sure the Chamber will serve you well and will work toward its objectives with confidence.

(Continued on Page 4, Column 1)

CHAMBER LEADERS WHO WILL

1953 OFFICERS, SAN FRANCISCO CHAMBER OF COMMERCE



DONALD MACLEAN

First Vice President

President, California and Hawaiian Sugar Refining Corporation, Ltd. Born in Honolulu, T. H., 1900; educated at the United States Military Academy, West Point. Joined Matson Navigation Co. in 1920; later served with Castle & Cooke, Ltd., Tipple Hotels, and Pacific Molasses Co. Joined California and Hawaiian in 1945 as vice president. Became president of the corporation in 1951.



J. W. MAILLIARD, III

President

(Biography on Page 1)

BELFORD BROWN
Second Vice President
Vice President, The San Francisco Bank. Graduate of University of San Francisco. Served 19 years with the San Francisco Bank, during which time he was prominent in civic activities. In 1945 was president of S.F. Junior Chamber; in 1946 was sent to Lake Success where he attempted to have United Nations select S. F. as permanent headquarters. In 1951 was appointed to Retirement Board of City & County Employees' Retirement System.



H. H. FULLER
Third Vice President

President, Bethlehem Pacific Coast Steel Corporation. Born in New York, graduated from Amherst College, served in World War I in Army Air Force. Joined Bethlehem Steel in 1919; entered firm's New York sales office where in 1930 he became assistant manager of sales, then manager in 1938. In 1944 he came to S.F. and in 1945 was made president of the newly-created corporation which now operates all Bethlehem facilities in western states.



G. L. FOX

General Manager, San Francisco Chamber of Commerce. Born in Stockton, 1899. Attended University of California with major studies in industrial engineering and management. Spent 3 years as working newspaperman and managing editor. Was industrial and traffic director of Parr-Richmond Terminal Corporation and Parr Terminal Co. for 6 years before joining San Francisco Chamber in 1943. Prior to affiliation with Parr, he was manager, industrial department, Stockton Chamber, for 15 years.



EDWARD W. ENGS, JR.

Treasurer

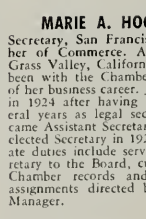
President, Diamond T Motor Truck Co. Born in Oakland, 1901; graduated from University of California. Spent 16 years in investment banking in S.F. before obtaining distributorship of Diamond T Motor Car Co. for northern California in 1940. He then formed corporation of which he is now president. Firm operates Ray Engine and Parts Co.; and Truck Parts and Equipment Co., and Diamond T Motor Truck Co. of Sacramento. Engle is also president of Truck Parts and Equipment Co. of Reno, Nevada.



RICHARD S. BISHOP

Assistant Treasurer

Partner, Hadsell, Marman & Bishop. Born in San Francisco, 1918. Educated at University of California, graduated from Hastings College of Law in 1942. Then entered U. S. Navy and served until 1946; joined law firm of Hadsell, Sweet & Ingalls. In 1951, became member of the firm which then adopted present name. Has devoted much free time in recent years to service with S. F. Junior Chamber, being president in 1952.



MARIE A. HOGAN

Secretary, San Francisco Chamber of Commerce. A native of Grass Valley, California, she has been with the Chamber for most of her business career. Joined staff in 1924 after having served several years as legal secretary. Became Assistant Secretary in 1928; elected Secretary in 1929. Corporate duties include serving as Secretary to the Board, custodian of Chamber records and handling assignments directed by General Manager.



1953 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE

WILLARD E. ABEL

Vice President and General Manager, Sir Francis Drake Hotel. Born in Vancouver, Washington; began hotel work as elevator operator after college in Centralia. Served in army during World War II; became major in charge of Santa Barbara-Baltimore Hotel for army. Managed several of Western Hotels chain; took over Sir Francis Drake in July, 1947. Is also vice president of Western Hotels in charge of personnel and directs hotel chain's food preparations.



J. F. BARRETT, JR.

Director, Barrett & Hilt. Born in San Francisco, 1915; educated at Santa Clara University; served during World War II in United States Navy. Joined firm on full-time basis in 1938. One of principal duties is new business development. President, Castle, Garden Homes, Inc.; partner, Barrett & Hilt Builders; Director, Barrett & Hilt Foundation. Active in Associated General Contractors labor negotiations.



CLAY BERNARD

District Sales Manager, Western Air Lines, Inc. Born in Wyoming, 1890; educated at Manhattan College, N. Y., and Princeton University. Studied engineering; was in construction business for several years; then steamship business; later was fiscal agent for Pickwick Stages in San Francisco. Later was assistant to general manager, Golden Gate Bridge & Highway District; chairman of Golden Gate International Exposition. Joined Western in 1944.



PHIL R. BRADLEY, JR.

President, Pacific Mining Co. and Harvard Gold Mining Co. Vice pres. and consulting engineer for Alaska Juneau Gold Mining Co. Born in Canada, educated at University of California. 15 years mining engineering in Ontario, Bolivia, Nevada and California; 10 years of mine management in Oregon, Nevada and California. President, Mother Lode Mining Association; chairman, California State Mining Board and member, Board of Governors, American Mining Congress.



JAMES Q. BRETT

Partner, Coldwell, Banker & Company. Born in Massachusetts, 1908; graduated from West Point in 1930. Served four years in Army, then spent four years in engineering and manufacturing. Joined Coldwell, Banker & Co. as salesman in 1938; became manager of industrial property department in 1940; admitted to partnership in 1952. Member and director of S. F. Real Estate Board; Society of Industrial Realtors and American Society of Mechanical Engineers.



GEORGE C. FORTUNE

Vice President & Dir., Balfour, Guthrie & Co. Ltd. Born in Scotland, educated Glasgow Acad., and in England. Began business career in London; came to S. F. in 1926 to join present firm. Elected director and vice president in 1938 and went to Seattle to take over firm's Puget Sound interests. During World War II, served in U. S. Air Corps; became Major and was awarded Bronze Star. After war, ran his firm's Oregon interests in Portland, returned to head office in S. F. in 1952.

WORK FOR CITY'S PROGRESS IN 1953

1953 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE (Continued)



ROBERT H. GERDES

General Counsel, Pacific Gas & Electric Co. Born in Oakland, 1904; graduated from University of California in 1926 and its law school in 1928. Entered private law practice in 1928; joined P. G. & E. in 1929 as assistant to general counsel. Resigned in 1935 to join the law firm of Earl, Hall & Gerdes. Rejoined P. G. & E. Co. legal staff in 1944; became general counsel in 1945.



CHARLES W. GRIFFIN, JR.

Vice President, California Packing Corporation. Actively connected with California canning and dried fruit industries since 1923 when he first joined the California Packing Corp. During the war years of 1942 to 1944 he served on Government industry committees for agriculture and O.P.A. Elected director of his firm in 1941; elected vice president in 1947 and placed in charge of corporation's extensive dried fruit operations.



HORACE A. GUITARD

President, Guitard Chocolate Company. Born in San Francisco, 1912. Graduated from Stanford University in 1934 and immediately joined the pioneer San Francisco chocolate firm which he now heads. After working in production and sales capacities he became the organization's vice president in 1947 and its president in 1950. Is a director of the San Francisco Bay Toll Bridge Company. Was a member of the San Francisco Junior Chamber of Commerce.

KING HARRIS

Vice President, Russell, Harris & Wood, Inc. Native San Franciscan, graduate of Stanford University. Started advertising career with New York firm of J. Sterling Getchell. Returned to San Francisco in 1939 and continued advertising career with National Broadcasting Co. and later with the Edward Petry Company, national radio representatives. Served during World War II with amphibious forces of U. S. Navy; now holds rank of Lt. Commander in Naval Reserve.



MARCO F. HELLMAN

Senior Partner, J. Barth & Company. Born 1906 in San Francisco; graduated from University of California in 1927 and Harvard Business School in 1929. With New York banking firm of Lehman Brothers from 1929 to 1942. Served with Army Air Forces from 1942 to 1946, released with rank of Lt. Colonel. Has been senior partner of J. Barth & Co. since June, 1946. Is regional governor of Association of Stock Exchange Firms, member of Bd. of Governors, S.F. Stock Exchange.



CHAS. S. HOBBS

President, Hale Bros. Stores and vice president, Broadway-Hale Stores, Inc. Born and reared in Fresno, graduated from Stanford Univ. Began career at The Emporium, S. F., in 1920, then became general merchandise manager for B. F. Schlesinger & Sons (Kahn's) in Oakland; then executive with James McGreey & Co., New York; later sales manager of White House in S. F. Joined Hale Bros. in 1946. Is executive of Nat'l Retail Dry Goods Ass'n.



HENRY C. JUDD

Treasurer, Standard Oil Company of California. Born in Oregon, educated at University of Oregon. After five years as investment banker in Portland and three years with the First National Bank, Portland, he joined Standard in 1930 as a Northwest representative of the treasurer's office. He was appointed assistant treasurer of the corporation in 1940 and treasurer in 1942.



DANIEL J. MCGANNEY

Vice President, Southern Pacific Company. Born in Yuba County, California; educated at Sacred Heart College, San Francisco. Entire business career has been with Southern Pacific. Held numerous positions in freight traffic department, became vice president in 1952. Is also president of Northwestern Pacific Railroad Co., Petaluma and Santa Rosa Railroad Co., and San Diego & Arizona Eastern Railway Co.



THOS. J. MELLON

Vice president and general sales manager, Wesix Electric Heater Co. Born in San Francisco, 1907. Graduated from Univ. of San Francisco and USF Law School. Joined Wesix in 1926, was salesman, then manager of Pacific Northwest branch in Seattle (1932-42). Came to S. F. in 1942 as general sales manager. Was vice chairman of Calif. delegation to 1952 Republican Convention. Is member of bd. of directors, S. F. Employers' Council, and member, State Bd. of Education.

JAMES E. O'BRIEN

Pillsbury, Madison & Sotro. Born in Colorado, 1912. Lived in Orient as boy, later graduated from University of California. Secured law degree there in 1935; in same year gained admittance to State Bar of Calif. and joined present law firm. Served during World War II in Air Force, including two and a half years in General Spaatz' Strategic Air Forces overseas. Left with rank of Lt. Colonel. Is member of American Bar Association.



J. HOWARD PATRICK

President, Patrick & Moise-Klinkner Co. Born in San Francisco, 1909; graduated from University of California in 1928. Entered stationery business immediately on graduation. Is national director, Marking Device Association; past president and director, Northern California Stationers Association; first vice president, San Francisco Sales Executives Association. Former director and vice president of the S. F. Junior Chamber of Commerce.



HAROLD D. PISCHEL

Executive vice president, Dohrmann Commercial Company. Native San Franciscan and graduate of University of California. Served in Army during World War I and entered employ of Dohrmann Commercial in 1918. Elected vice president and director in 1920 and executive vice president in 1949. Is also executive vice president of Dohrmann Commercial Supply Co. and vice president of The Emporium Capwell Co. Served in World War II as commander with the Navy.



RANDOLPH SEVIER

President, Matson Navigation Company. Born in Eureka, California, 1897. Educated at University of California, Davis and Berkeley. Joined Matson in 1923; after three years became vice president, general manager and director for Hawaiian Transportation Co. From 1930 to 1948 was vice president and director for Castle & Cooke, Ltd., Honolulu. Rejoined Matson in 1948 as executive vice president; became president in 1950.



LEO E. SIEVERT

Executive representative of the president, The Atchison, Topeka & Santa Fe Railway Company. Native of Iowa, graduate of University of Redlands and School of Jurisprudence, University of California. U. S. Naval Aviation Training Station, Seattle. World War I. Joined Santa Fe in 1926 as an attorney and in 1946 was named firm's general attorney for California. Appointed executive representative of the firm's president in 1948.



JESSE W. TAPP

Executive vice president, Bank of America, N.T. & S.A. Born in Kentucky, graduated from the College of Agriculture of the University of Kentucky. Prior to joining Bank of America in 1939, was a nationally recognized expert in agricultural economics, holding many governmental posts. In present position he is bank's advisor on agricultural financing policies. He was appointed Dec. 28 to President-Elect Eisenhower's Agricultural Advisory Committee.

NEW DIRECTORS TAKE LEADERSHIP

1953 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE (Concluded)



LES VOGEL, JR.

President, Les Vogel Chevrolet Company. Born in San Francisco, 1919; educated at Marin Jr. College, San Francisco Jr. College and the Post-Graduate School of Modern Merchandising and Management to Chevrolet Dealers' Sons. In 1937 he became actively engaged in co-management of the Vogel firm with his father, the late Les Vogel. Served with United States Army during World War II. Is president, Leslie Finance & Leasing Company.



JOHN B. WATSON

President, Goodyear Rubber Company. Joined local specialized mechanical rubber goods company in 1928, becoming its vice president in 1931 and a partner in 1933. Elevated to presidency when firm again became a corporation in 1952. Member of Stanford University class of 1928. Served four years with the United States Navy during World War II, leaving service with rank of commander.



LLOYD E. YODER

General Manager, the National Broadcasting Company Inc., KNBC, San Francisco. Born in Salem, Ohio, in 1903; graduated from Carnegie Institute of Technology. Attended San Francisco Law School. Joined National Broadcasting Company in San Francisco in 1927 as manager of Western Division Press Department. Was general manager of KPO-KGO, San Francisco and KOA, Denver. Took present post in 1951. World War II service with United States Navy.



J. D. ZELLERBACH

President, Crown Zellerbach Corporation. Born in San Francisco, 1892; graduate, University of California. Former Chief of the ECA Special Mission to Italy. Director and chairman of the board, Fibreboard Products, Inc.; director, Wells Fargo Bank and Union Trust Company and Rayonier, Inc. Joined Crown Zellerbach in 1914; elected executive vice president and director, 1928; became president, 1938. Director of more than a score of industrial, economic, business, charitable and art groups and institutions.

J. W. Mailliard, III, Follows In Father's Footsteps

(Continued from Page 1)

ization's Board since 1950. He was First Vice President last year.

His brother, William S. Mailliard, is California's newly-elected Congressman from the Fourth District.

The new Chamber President's business career began, following his graduation from Yale University, with the Walton N. Moore Company, where he served from 1935 to 1937. In the latter year he joined the firm of Mailliard & Schmiedell—which was established in 1897 by his grandfather, John W. Mailliard, Sr., and where his father went to work in 1909.

Mailliard & Schmiedell are food brokers and importers.

Mr. Mailliard's work with the firm was interrupted only by his World War II service in the Field Artillery, where he rose from Second Lieutenant to Major.

Associates looked on Mr. Mailliard this week as one who not only is ably carrying on the traditions of his family, but a man admirably equipped, in his own right, for the important work that faces him this year.

"Let's do a good job in 1953—and let's enjoy doing it!" is the way he put it to the Chamber staff this week.

WANT TO SELL TO THE AIR FORCE?

Find out how you CAN, by attending

"SMALL BUSINESS OPPORTUNITIES WITH THE AIR FORCE"

A luncheon meeting jointly sponsored by the Chamber and the Air Materiel Command for the purpose of giving business leaders an opportunity to hear about the Air Force's program of including small business in its contract structure.

WEDNESDAY, JAN. 14, 12 NOON, ITALIAN ROOM, HOTEL ST. FRANCIS

"Added Attraction"

Premier Showing of New Film, "Small Business and the Air Force"

This special meeting with Air Force officials is the first in a series to be arranged by the Chamber to acquaint its members with government purchasing activities and key representatives.

Don't Miss This First Meeting

Tickets, \$3.25. Telephone reservations to EXbrook 2-4511, ext. 63

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Raymond Fournival, Asst. Editor

Published every other week at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Will Sponsor Course In Field Mobilization Here

A major step in the San Francisco Chamber's program of encouraging preparation in the event of military and economic conflict took shape this week as plans were completed for an important Field Economic Mobilization Course to be taught in San Francisco, February 9-20.

To be sponsored locally by the Chamber, the Course is one of many being given throughout the nation by the Industrial College of the Armed Forces, Washington, D. C. Assisting with local arrangements are the Twelfth Naval District, Sixth Army and Fourth Air Force.

Purpose of the course is to prepare both military and civilian leaders and business executives for effective participation in all-out mobilization, should the necessity ever occur.

Chairman of the local program is Paul A. Bissinger, vice president of Bissinger & Co. and former Chamber President.

The Course will be offered, Bissinger said, to Reserve and National Guard Officers of the military services and a selected group of key citizens in this area — leaders in business, industry, labor, science, civic activities, education, the professions, women's clubs and municipal government.

Full information and applications for the course, which will be taught at the High School of Commerce, may be secured by writing the Attendance Committee, Field Economic Mobilization Course, San Francisco Chamber of Commerce, 333 Pine St.

Jack Lacy Clinic Here Next Month

The Northern California Electrical Bureau has announced that the annual Jack Lacy Sales Clinic will be held in San Francisco under its sponsorship, February 24-27.



JACK LACY

According to the bureau's manager, LeRoy H. Bennett, the sessions will be conducted in the Commerce Auditorium, Hayes Street and Van Ness Avenue, with subject matter including: "Secrets" of Star Salesmen, Presentation Power, Personality, Organization and Selling Techniques.

"The Lacy Clinic is generally available only to very large metropolitan classes, or to major corporations," Bennett said. "We believe that a clinic here is an unusual opportunity for every sales-minded person in San Francisco."

Enrollment cards for the clinic are available from Gordon W. Beachy, N.C.E.B. secretary-treasurer, at 447 Sutter Street. The fee is \$15 and sessions will be held from 7:30 to 9:45 p.m.

ON THE JOB . . .

In The Legislature

The San Francisco Chamber has established liaison with the 1953 California State Legislature and will maintain close contact with all activity in the capital in behalf of San Francisco's interests, Chamber General Manager G. L. Fox announced this week.

"Through our Legislative Representative, we will be apprised of all proposed legislation," Fox said. "We will follow our usual policy of referring all projected legislation affecting San Francisco and the Bay Region to our appropriate committees for thorough study and for recommendations by our Board which in every case will reflect the very best interests of our citizens."

Major legislative items to appear before this year's Legislature as identified by Governor Warren in his January 5 address to the Joint Convention in Sacramento are in the fields of education, mental health, the disabled, medical care, child care, veterans benefits, labor-management relations, employment security, crime, civil defense, Youth Authority, water resources and highways. The latter, according to Fox, is expected to provide one of the most important issues.

Chamber Stimulates Local Selling To Air Force

Chamber members and other Northern California Suppliers of armed forces materiel had the unique experience last week of having an important segment of their potential buyers brought right to them at a Chamber-sponsored luncheon meeting.

More than 100 manufacturers from Monterey to Eureka and Fresno to Marysville gathered for the meeting—first of its kind ever held in this area—at the Hotel St. Francis, January 14. There they met business specialists and contracting officers of the area's major Air Force installations and viewed a new Air Force film illustrating step-by-step procedures of entering the Air Force contract structure.

A stimulation of local sales to the Air Force was predicted by Chamber President J. W. Mailliard, III to result from the meeting.



YIELDING THE GAVEL to the new president of the Chamber's Second Century Club—Lee L. Latimer, treasurer and sales manager of the James H. Barry Co.—is last year's president, Frederick B. Rice, (third from left) general sales manager of Loomis Armored Car Service. This scene took place at last week's meeting of the Club, while the other new officers looked on: Vice President Al C. Meyer (left), assistant to the president, Bank of America N.T. & S.A. and (right) Vice President Richard W. Goodspeed, sales representative, United Air Lines, Inc. The Second Century Club is the body of the Chamber that cooperates in assimilation of new members.

Chamber Action

Here are highlights of recent Chamber action designed to strengthen San Francisco—and your business:

1. Planned Field Mobilization Course (P. 1)
2. Established liaison with California State Legislature for 1953 (P. 1)
3. Sponsored meeting to stimulate local sales to Air Force (P. 1)
4. Installed new Second Century Club Officers for 1953 (P. 1)
5. Represented Retail Merchants Ass'n at important New York meetings (P. 1)
6. Moved ahead on Freeway program (P. 1)
7. Completed Tax Calendar (Pages 2, 3)
8. Prepared special new literature (P. 4)

Chamber Urges Approval Of Embarcadero Freeway

Moving forward with its program of freeway development to help alleviate San Francisco's traffic congestion, the Chamber this week asked the California Highway Commission to approve the proposed routing of the Embarcadero Freeway recommended by the California State Highway Engineer.

The Chamber's Board approved the plan after hearing a presentation by B. W. Booker, Assistant State Highway Engineer, District IV. The matter had been studied and forwarded to the Board by the Civic Development Committee and the Traffic and Highway Section, headed respectively by Alan K. Browne and Leonard S. Moslas.

SAN FRANCISCO TAX CALENDAR

Compiled by the Research Department

— CITY - STATE SECTION —

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor vehicle fuel	File and pay tax for second preceding month.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month.	State Bd. of Equalization
15	Producers and brokers	File return and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay taxes for preceding month.	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax on or before last day of month after close of taxable quarter.	State Bd. of Equalization
January See also "Each Month this Day"			
1-31	Employers	State Unemployment Insurance Tax fourth quarter 1952 due. Delinquent after January 31, 1953.	State Dept. of Employment
1-31	Retailers and purchasers of tangible personal property subject to tax	File quarterly statement and pay Retail Sales and Use tax.	City Tax Collector
1	Motor vehicle owners	License fee for calendar year payable at time of registration; delinquent February 5.	State Dept. of Motor Vehicles
15	Off-sales general licensees	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization
20	City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due.	City Tax Collector
February See also "Each Month this Day"			
5	Motor vehicle owners	Registration and license fees become delinquent.	State Dept. of Motor Vehicles
15	Employer	File Forms 591 and 592 and pay amount withheld on non-residents, also Forms 596 and 599.	State Franchise Tax Board
15	Persons whose fiscal year ended June 30	Second installment of Personal Income Tax due.	State Franchise Tax Board
March See also "Each Month this Day"			
1	Insurance Companies	File annual report.	Insurance Commissioner
2	City property owners on leased land	Last day for owners of property on leased land to file for separate tax bill.	City and County Assessor

Date*	Interested Parties	Act Required	Responsible Agency
March 2	City property owners	File statement of all real and personal property owned at noon for assessment.	City and County Assessor
2	City property owners	File affidavit for exemption before 5 p.m. last Monday in May. Welfare agencies must file by April 1.	City and County Assessor
2	City property owners	Unsecured personal property due — delinquent August 31.	City and County Tax Collector
	Banks and corporations	File return and pay all or first installment of taxes if on calendar year basis, otherwise 2 months and 15 days after close of fiscal year.	State Franchise Tax Board
15	Owners of state-assessed property	File statement of property owned or used first Monday of March.	State Bd. of Equalization
April See also "Each Month this Day"			
1	Insurance companies	File additional report.	State Insurance Commissioner
1	Owners of state-assessed property	File statement of money and solvent credits as of first Monday in March.	State Bd. of Equalization
1	Welfare agencies	Last day to file affidavit and claim for welfare exemptions.	City and County Assessor
1-30	Employers	State Unemployment Insurance Tax — pay first quarter return.	State Dept. of Employment
1-30	Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending March 31.	City and County Tax Collector
15	Off-sale general licensees	File report for quarter ended March 31 and pay required additional license fee.	State Bd. of Equalization
15	Donors	File return showing gifts during preceding calendar year.	State Controller
15	Individuals	File return and pay first installment of tax if on calendar year basis.	State Franchise Tax Board
20	Property owners	Second installment real property taxes; delinquent at 5 p.m.	S. F. City and County Tax Collector
30	Private car owners (railway-car)	File report covering operations of private cars during preceding calendar year.	State Bd. of Equalization
May See also "Each Month this Day"			
25	Churches, colleges, veterans, orphanages, exhibitors	Last day for filing affidavit for exemptions. (Fourth Monday in May by 5 p.m.)	S. F. City and County Assessor
25	Personal property owners	Last day to file unsecured property statement.	S. F. City and County Assessor

LOCATION OF LOCAL OFFICES

Assessor, City and County of San Francisco.	KLondike 2-
City Hall, Civic Center	
Tax Collector, City and County of San Francisco,	HEMlock 1-
City Hall, Civic Center	
California State Board of Equalization,	Underhill 1-
State Bldg., Civic Center	
Date*—If any date falls on a Sunday or	

DAR — FIRST HALF OF 1953

San Francisco Chamber of Commerce

— FEDERAL SECTION —

Date*	Interested Parties	Act Required	Responsible Agency	Date*	Interested Parties	Act Required	Responsible Agency		
Each month this day 15	Employer	Payment to authorized depository by employers who withheld more than \$100.00 during previous month. Payment for last month each quarter due last day of the month.	Collector of Internal Revenue	31	Employer	Last day to furnish employee a written receipt (W-2) of amount withheld in 1952.	Collector of Int. Rev.		
		Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	Collector of Internal Revenue	31	Employer	Last day to file last quarterly return of amounts withheld at source (Form 941) with triplicate copies of W-2s issued during the year and W-3s.	Collector of Int. Rev.	
					31	Farmers	File final 1952 calendar year income tax return.	Collector of Int. Rev.	
	Individuals (on fiscal year basis)	Individuals whose fiscal year begins the first of any month except January—file declaration and pay first installment of estimated tax on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of 8th month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Collector of Internal Revenue	February See also "Each Month this Day"					
				1	Corporations	File return on payments of dividends and other corporate distributions, if amounting to \$100 or more—Forms 1096, 1099.	Bureau of Int. Rev. Processing Division, C. C. Station, Kansas City, 2, Missouri		
				1	Liquor Dealers, Retail and Wholesale	Last day to pay tax on floor stocks of liquors and distilled spirits.	Collector of Int. Rev.		
	15	Corporations (on fiscal year basis)	Corporations whose fiscal year ends with end of any month other than December 31. Income and Excess Profits tax returns are due by 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month, except trusts which pay annually.	Collector of Internal Revenue	March See also "Each Month this Day"				
					15	Employer	Last day to file information returns of dividends, salaries and other payments not subject to withholding tax. (Forms 1089 and 1096).	Bureau of Int. Rev. Processing Division, C. C. Station, Kansas City, 2, Missouri	
					15	Corporations estates and trusts	Quarterly payments due on 1952 income taxes for corporations, estates and trusts reporting for calendar year.	Collector of Int. Rev.	
	Last day of each month	Retailers, mfrs., amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax.	Collector of Int. Rev.	15	Individuals Subject to Withholding Tax	Last date to file personal income tax returns calendar year 1952 (Form 1040) and make final payment.	Collector of Int. Rev.	
15					Individuals (Other)	Declaration and make payment of one quarter estimated income tax for calendar year 1953.	Collector of Int. Rev.		
15					Partnerships	File return for year ended Dec. 31, 1952.	Collector of Int. Rev.		
January See also "Each Month this Day"		15	Employer	File quarterly return and make payment of taxes withheld during preceding quarter.	Collector of Int. Rev.	15	Gifts	Last day to file gift tax return and make payment if gift made in 1952 and amounted to more than \$3,000.	Collector of Int. Rev.
						April See also "Each Month this Day"			
						15	Estates	Reporting for calendar year—quarterly payment due.	Collector of Int. Rev.
31		Individuals	Make final payment of 1952 estimated tax by individuals previously making declarations.	Collector of Int. Rev.	30	Employer	Last day to file quarterly return and payment of taxes (Withholding, Old Age Insurance and Unemployment Insurance) for quarter ending March 31.	Collector of Int. Rev.	
					May See also "Each Month this Day"				
					15	Individuals	Make payment of one-quarter of 1952 estimated tax fund due March 15.	Collector of Int. Rev.	
RESPONSIBLE AGENCIES				15	Corporations estates and trusts	Quarterly payments due on 1952 income taxes for corporations, estates and trusts reporting for calendar year.	Collector of Int. Rev.		
California State Franchise Tax Board, 540 Van Ness Avenue			Underhill 1-7234	15	Individuals reporting first time	Those required to file declarations for the first time at this date pay only one-third 1953 estimate tax due.	Collector of Int. Rev.		
California State Motor Vehicle Department, 160 South Van Ness Ave.			Underhill 3-0300	15	Non-Resident Business	Last day to file return by citizens abroad in business whose principal income is from foreign countries or U. S. possessions.	Collector of Int. Rev.		
Collector of Internal Revenue, 100 McAllister St.			KLondike 2-2833						
, the return is due on the following day.									

RESPONSIBLE AGENCIES

California State Franchise Tax Board,
540 Van Ness Avenue Underhill 1-7234

California State Motor Vehicle Department,
160 South Van Ness Ave. Underhill 3-0300

Collector of Internal Revenue,
100 McAllister St. KLondike 2-2833

the return is due on the following day.

Chamber Staff People Cited For Long Service



TWO HUNDRED NINETY-FIVE YEARS of service with the San Francisco Chamber of Commerce are represented by these nine people and two others not shown, who have been awarded service pins by Chamber General Manager G. L. Fox for "long years of outstanding work" with the civic organization. Standing, left to right, are Miss Ruth B. May, World Trade Department secretary; Miss Marie A. Hogan, Chamber Secretary; Walter A. Robde, Manager, Transportation Department; Mrs. Maude P. Cottrell, Civic Development Department secretary; Ralph Koerber, Manager, Research Department and Miss Edna G. Thomason, Accounting department. Seated, left to right, are James J. Sullivan, Grain Inspection Department; Miss Justina MacImis, Membership Relations Department secretary; G. L. Fox, General Manager, and Miss Charlotte G. Hoff, secretary to the General Manager. The two not shown who also received pins for long service are Mrs. Stella A. Breen, Supervisor, General Department, and Mrs. Rose Campbell, Grain Inspection Department secretary. These 11 Chamber staff persons have served for various periods, all in excess of ten years—the average for each is more than 26 years. Mr. Sullivan has served for the greatest period—50 years. "Service like this," Fox commented, "is one of the things that makes the Chamber, to us, a wonderful organization. All of these people have worked and worked hard for many years—giving unselfishly of their time so that this organization could attain the goals it has reached and could continue, year after year, in its program of civic and business betterment of our city."

Right Off The Presses!

Several important pieces of literature have just become available at the Chamber. Here they are . . . they're yours for the asking:

- "Guide to Business Permits and Licenses in the City and County of San Francisco" . . . A "first!" For persons establishing new businesses, here's an easy outline of procedure for obtaining all the proper permits and licenses. Available in: Domestic Trade Department, EXbrook 2-4511, Ext. 63.
- Bibliography on Government Purchasing . . . A compilation of information on government purchasing activities in this area . . . of invaluable aid to individuals and firms interested in selling to the military. Available in: Domestic Trade Department, EXbrook 2-4511, Ext. 63.
- Summary of Discussions, Pacific Coast Conference on Private Investment in International Development . . . Here's a complete digest of addresses at this important conference sponsored last September by the Chamber and featuring I.D.A.B. Chairman Eric Johnston as keynote speaker. Available in: World Trade Department, EX 2-4511, Ext. 88.

MANAGER REPORTS ON N. Y. MEETINGS

Harold V. Starr, Managing Director of the Chamber's Retail Merchants Association, reported this week a 1 to 5 per cent increase in retail sales has been forecast for the first half of 1953.

The prediction was made during sessions of the American Retail Association Executives' 1953 Conference and the annual meeting of the National Retail Dry Goods Association held in New York City last week. Starr represented RMA at both gatherings.

Both organizations agreed that 1953 goals in merchandising were: 1—Better Salesmanship, 2—Better Merchandising Controls,

and, 3—Better Assortments of goods at Better Values; which were expected to bring about more "Downtown Area" business.

Means of implementing the national goals into the San Francisco retail picture will be the major subject at next Monday's meeting of RMA's Board of Directors, according to the group's president, Jerome P. Newbauer, Chamber President J. W. Mailiard, III, and G. L. Fox, Chamber General Manager, have been invited to attend the meeting at which Starr will report on other facets of his eastern trip.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

KNOW Your Elected Representatives!

THEY'RE ALL LISTED in two separate directories now available in the Chamber's Research and Public Affairs Departments!

- One handy folder gives you all San Francisco City and County Officers, Committees of the Board of Supervisors, State Officers, your United States Senator and Congressional Representatives and your State Senators and Assemblymen. Included is a map showing San Francisco's Assembly Districts—and "10 Good Tips" for contacting your representatives.

- The second directory lists State officials and San Francisco's State Legislative and Congressional representatives, too—but, in addition, all of the other California Assemblymen, State Senators and Congressmen, and the other United States Senators from California.

Call EX 2-455, Locals 13 or 14.

Committee Meetings

—January 22 through February 5—

Parking—January 22, 10:30-12 noon, Room 200, Chamber

CANCODE — January 23, 10:15-12 noon, 1st floor conference room, Chamber

CANCODE — January 23, 12:20 p.m., Fairmont Hotel

Hobby Show—January 26, 3:30-5:00 p.m., Room 200, Chamber

Trade Association Executives — January 26, 12 noon, Solaris

Mining — January 28, 12:15 p.m., Commercial Club

World Trade Association—January 28, 12 noon, Fairmont Hotel

Traffic & Highway—February 4, 10:30-12 a.m., Room 200, Chamber

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

1953 CHAMBER WORK PROGRAM

TO MEMBERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE:

Your Chamber's continuing goals are to advance, foster and encourage domestic and foreign trade, commerce and industry and to promote the public and commercial welfare and interests of the City and County of San Francisco, the State and the Nation.

Worthy as they may be in themselves, these goals justify your continued interest in and support of the Chamber only if they are accompanied by a realistic plan for their accomplishment.

Your 1953 Officers feel that such a guide has been ably formulated for the current year in the "Work Program" outlined on these pages. It consists of 80 specific objectives in 38 separate fields—selected both for existing needs and for new demands that have arisen concurrent with San Francisco's spectacular advances.

Executing these projects for the benefit of Chamber members and San Francisco at large will be the Chamber's Committees and Sections.

Committee and Section work is the foundation for Chamber achievement: it starts at bedrock and lays the groundwork upon which are built programs of action reaching into almost every phase of civic and business life.

Serving as Chairmen of the Chamber's many Committees and Sections this year are 34 outstanding citizens, well-informed and vitally interested in San Francisco's progress. Their plan of action will be to engage in complete and thorough studies of each matter, and to make recommendations to the Chamber's Board of Directors.

Today's issue of Bay Region Business presents not only the new Work Program but also these citizens who will lead your Chamber's Program-For-Progress in 1953.

J. W. MAILLIARD, III, President

AGRICULTURE

JESSE W. TAPP, Committee Chairman



JESSE W. TAPP

Improve the welfare of agriculture and foster good will and understanding between San Francisco and neighboring farm regions.

Produce Market Site Section:

RAY B. WISER, Chairman

Range Reclamation Section:

THOR W. CHRISTENSEN, Chairman

Livestock Exposition Section:

CARL L. GARRISON, Chairman

AGRICULTURE-BUSINESS CONFERENCE

Sponsor conference of Northern California business and agricultural leaders to discuss rural-urban problems in the interest of reaching understanding for the mutual advancement of San Francisco and neighboring agricultural areas.

PRODUCE MARKET SITE

Continue efforts to secure a new location for the City's produce terminal.

RANGE RECLAMATION

Campaign, through the production of films and other promotional material, to transform large areas of useless California brush land into productive range land needed to support enough livestock for the growing population of this State.

URBAN-RURAL RELATIONS

Strengthen cordial relations between agriculture and business through assistance to various agricultural groups, including young farm people, in arranging tours of San Francisco business concerns.

GRAND NATIONAL LIVESTOCK EXPOSITION

Sponsor the 4th Annual Livestock Trophy to be presented to the outstanding livestock man of the year during the 1953 Grand National Exposition and support the Grand National Junior Livestock Exposition. Arrange "San Francisco Chamber Night" at the Grand National.

CIVIC DEVELOPMENT

ALAN K. BROWNE, Committee Chairman



ALAN K. BROWNE

Seek to improve and develop the City and County of San Francisco through studies and recommendations on current and proposed municipal programs in such fields as traffic, street and highway improvements, fire fighting facilities and regulations, land use and other phases of City planning, zoning, public buildings, transit facilities and services.

Fire Safety Section: WILLARD E. ABEL, Chairman

Traffic & Highway Section:

LEONARD S. MOSIAS, Chairman

Mass Transit Section:

ALAN K. BROWNE, Chairman

MASS TRANSIT

Undertake studies to develop a program for immediate execution to provide rapid mass transit for San Francisco.

FREEWAYS

Maintain liaison with the California Highway Commission and State Division of Highways, presenting freeway and highway needs to obtain funds for right-of-way and construction work on the Bayshore and Embarcadero Freeways.

TRAFFIC RELIEF

Continue to inventory traffic and parking needs and foster application of corrective devices to relieve local traffic congestion.

FIRE SAFETY

Seek further improvement of the fire protection system for the purpose of getting a more advantageous rating and resultant saving of insurance premiums.

URBAN REDEVELOPMENT

Continue to assist city and county officials in expediting Western Addition, Diamond Heights, McLaren Park and South of Market redevelopment projects.

CONVENTION FACILITIES

With special committees, explore and get action on the needs, location and financing of additional convention facilities.

CHAMBER COMMITTEEMEN LAUN

DOMESTIC TRADE

J. HOWARD PATRICK, Committee Chairman



J. HOWARD PATRICK

Develop San Francisco as the market center of the West by aiding the establishment of new distributive firms and by service to existing business; encourage the sale and distribution of San Francisco-made products; enhance good trade area relations.

Inter-City Section: ROY P. COLE, *Chairman*

MARKET CENTER DEVELOPMENT

1. Undertake "Locate in San Francisco" campaign to secure the establishment by national firms (no. now represented directly) of branch or sales offices.
2. Publicize San Francisco's market facilities and advantages through promotional literature.
3. Determine San Francisco's weaknesses and deficiencies in serving and supplying its trading area, recommending solutions to current problems.
4. Assist business in selling to government by advising as to agencies, location, personnel and materials purchased.

SAN FRANCISCO-MADE PRODUCTS PROMOTION

1. Encourage and support San Francisco Market Weeks.
2. Publish and distribute lists of San Francisco manufacturers seeking additional outlets.

DEVELOPMENT OF TRADE AREA RELATIONS

1. Sponsor "Valley Days in San Francisco" to which will be invited business leaders and civic officials from trade area cities for firsthand acquaintances with San Francisco businessmen and facilities.
2. Arrange visits of San Francisco business delegates and good will representatives to key cities in the trade area for the purpose of holding conferences on San Francisco's trade relations.
3. Make field study and written report available to membership on key trade areas, summarizing economic position of areas visited, available business, likes and dislikes about the San Francisco market, and a listing of sales leads discovered.

INDUSTRIAL

H. H. FULLER, Industrial Advisory Committee Chairman



H. H. FULLER

Advance San Francisco and the Bay Region as the best location for many types of factories and as a center for processing western raw materials, while working to improve local, state and national conditions under which San Francisco Bay Region manufacturing is conducted.

Industrial Development Committee:

JAMES Q. BRETT, *Chairman*

Manufacturers Committee:

JOHN B. WATSON, *Chairman*

Chemical Industries Section:

JOHN MONKHOUSE, *Chairman*

Electrical Industries Section: LLOYD E. YODER, *Chairman*

Mining Committee: PHIL R. BRADLEY, *Chairman*

Special Projects Committee: GLEN IRELAND, *Chairman*

INDUSTRIAL DEVELOPMENT

1. Undertake campaign to establish new payrolls in San Francisco by attracting light manufacturing to occupy loft space in multi-story buildings.
2. Work to free industrially-zoned land of Latham Act housing and to provide new industrial land through support of South-of-Market redevelopment project.
3. Continue efforts to obtain aircraft subcontracting work in Bay Region shops.
4. Continue work to establish California textile industry by supporting pilot operation of cotton mill at San Quentin.
5. Attract new industries to the Bay Area and encourage present manufacturers to expand by:
 - a. developing and publicizing location factor reports and special studies.
 - b. extending negotiation and consultation service to industrial prospects.
 - c. determining and publicizing the availability of factory sites.
 - d. publicizing facilities available for new product promotion.
6. Continue to advance San Francisco as headquarters for the western mining industry.

IMPROVEMENT OF MANUFACTURING CONDITIONS

1. Work with the State Water Engineer to develop a Bay Region water plan to make available low-cost industrial water.
2. Continue work in revision of the San Francisco Building Code.
3. Continue to scrutinize all legislation affecting Bay Region manufacturers.

PORT PROMOTION

RANDOLPH SEVIER, Committee Chairman



RANDOLPH SEVIER

Encourage community-wide support of plans to promote the improvement and progress of the Port of San Francisco to assure an increased movement of traffic through the Port.

TRAFFIC PROMOTION

Secure coordinated support and assistance of all interested parties in the conduct of the Western Cotton Shippers Association Convention to be held in San Francisco in order to bring increased movement of cotton shipments overseas through the Port of San Francisco and achieve full utilization of the facilities of the new cotton terminal now under construction.

PUBLIC AFFAIRS

JAMES E. O'BRIEN, Committee Chairman

Study public questions regarding Aviation, Armed Forces, Public Health, State and Federal Taxation and Expenditures and other matters of law and governmental regulation and administration, recommending Chamber action based on the public interest.

Armed Forces Section: KING HARRIS, *Chairman*

Aviation Section: CLAY BERNARD, *Chairman*

Legislative & National Affairs Section: VINCENT CULLINAN, *Chairman*

Public Health Section: DR. RODNEY R. BEARD, *Chairman*

Tax Section: HENRY C. JUDD, *Chairman*

Field Economic Mobilization:

General Committee: PAUL A. BISSINGER, *Chairman*

Arrangements Committee: F. R. MEYER, *Chairman*

Attendance Committee: E. L. TURKINGTON, *Chairman*

ARMED FORCES

1. Provide organizational machinery to assist in meeting problems of the Army, Navy, Marine Corps, Air Force and Coast Guard.

2. Sponsor Field Economic Mobilization Course to assist in mobilizing human and material resources for national security in the event of war.

AVIATION

1. Continue to work for the development of the San Francisco Airport.
2. Study ways to apply the recommendations of the Doolittle Report in the interest of aviation safety.
3. Analyze proposed aviation legislation, supporting measures which promote sound development of the industry.
4. Cooperate in study to determine location and financing of proposed airline bus terminal.
5. Cooperate in matters relative to proposed Air Force Academy.

LEGISLATIVE AND NATIONAL AFFAIRS

1. Work in behalf of legislation to create Commission to study and revise Federal Anti-Trust laws.
2. Study proposed State and Federal legislation from the viewpoint of San Francisco, recommending Chamber policy on matters vital to the commercial and business interests of the community for presentation to State and National legislators and legislative committees.
3. Keep membership informed upon important issues before Congress and the State Legislature, encouraging Chamber members to advise their elected representatives as to how a question affects their business, industry and community.

PUBLIC HEALTH

1. Define needs of the aging population of San Francisco, as related to health, recommending solutions of the problems insofar as they affect the economic welfare of the community.
2. Participate in an educational program to inform the residents of San Francisco of the extent of home accidents and methods of prevention.
3. Study existing occupational health programs to determine their accomplishments, deficiencies, costs, possibilities of improvement and related factors in order to establish the best possible general pattern for proposed occupational health programs in San Francisco.

TAXATION

1. Study expenditure and revenue trends of Federal, State and Local governments, working to retain 1953-54 appropriations within existing tax structures.



JAMES E. O'BRIEN

PROGRAM OF PROGRESS FOR '53

RETAIL MERCHANTS ASSN.

JEROME P. NEWBAUER, President



JEROME P. NEWBAUER

Work to protect and improve San Francisco retail industry, furnishing information about subjects concerning the City's retail interests.

1. Hold membership meetings to identify retail problems for the purpose of developing an action program to correct existing deficiencies.
2. Appear before Board of Supervisors and City departments in the interest of the Association and continue to cooperate with state and national associations on all legislative matters affecting retailers.
3. Distribute Calendar of Events, Retail Merchants classified list, district merchants association and other lists and bulletins regarding store hours, merchandising rulings, civic drives and general information pertinent to the trade.
4. Supply information and cards on City and State sales taxes.

RESEARCH

DONALD MACLEAN, Committee Chairman

Work to recognize significant economic trends and to share the findings at industry and community levels; provide major centralized facility for basic information sources and economic data regarding business and industry resources of San Francisco and other Western market areas.

ECONOMIC RESEARCH SERVICES

1. Business Reference Library and Information Service.
Provide counseling service for member firms, business opportunity seekers, potential investors in San Francisco, market research agencies, trade journals, chambers of commerce, trade associations, governmental agencies and many other groups seeking economic information regarding San Francisco's resources.
2. Economic Survey of San Francisco and the Bay Area.
Prepare and publish "San Francisco and the Bay Area, An Economic Survey and Yearly Review" to provide an annual cross-section of useful and basic data on major divisions of the City's activities.
3. Organization Directories and List File.
Maintain directories of more than 1,000 local associations and organizations and leading civic and governmental agencies in San Francisco of interest to Chamber membership. Periodically compile special lists relating to activities in the business, education and social fields.
4. General Business Activity Series.
Survey and report monthly on developments in the business and industrial fields in San Francisco and the Bay Area.
5. Correspondence Service.
Supply basic economic data regarding San Francisco for the large volume of written inquiries, and act as clearing house to channel requests to private and governmental agencies involved.
6. Map Folder of San Francisco and the Bay Area.
Provide a useful aid for industrial prospects, investors and tourists to San Francisco, as well as a handy guide of what to see and do.



DONALD MACLEAN

ADMINISTRATIVE RESEARCH

Provide management, departments and committees of the Chamber with research and related services required as a basis of their study in determining policy or action on major projects of the organization.

In cooperation with the Domestic Trade Department:

1. analyze data on markets in San Francisco trading area for presentation via outline maps and reports to demonstrate city's strategic position;
2. develop booklet of statistics concerning community resources for use by San Francisco sales personnel operating in trade area.

SPECIAL EVENTS

Plan and execute special events that reflect the business community's interest in San Francisco's economic and social welfare.

Business-Education Day Committee: ROSS BUEL, Chairman

BUSINESS-EDUCATION

In cooperation with the Board of Education, sponsor the 4th Annual Business-Education Day and 3rd Annual Education-Business Day to promote a greater understanding and appreciation of the American economic and educational systems.

TRANSPORTATION

GERALD H. TRAUTMAN, Committee Chairman



GERALD H. TRAUTMAN

Assure San Francisco of adequate rail, water, highway and air transportation services at just and reasonable rates and fares which will attract and hold industry, business volume, port traffic and tourist travel.

Carriers Traffic Section:
DANIEL J. MCGANNEY, Chairman

Shippers Traffic Section:
H. M. DASCHBACH, Chairman

RATE PROPOSALS

1. Oppose rigid mileage basis and elimination of volume less-than-carload rates in Mountain Pacific and Transcontinental Class rate cases.
2. Preserve San Francisco's competitive position in cases involving increases in rail carload rates in Bay Area.
3. Participate in hearings on investigation and review of San Francisco drayage rates.

LEGISLATION

1. Work for sound national and state transportation policies, opposing governmental encroachment on private operation of transportation facilities and legislation which would impair the independence of regulatory bodies.
2. Support legislation to legalize freight absorption and delivered prices.
3. Support legislation to promote adequate American Merchant Marine.
4. Support legislation renouncing federal claims to submerged and reclaimed lands within state boundaries.

INDUSTRIAL DEVELOPMENT

1. Make rate studies to protect existing businesses and to aid in attracting new industries.

SERVICES

1. Maintain a file of 650 tariffs.
2. Maintain directories of shipping, common carrier truck lines and other transportation media serving San Francisco, as well as schedules, guides and related reference material.

PUBLICITY

Publicize and advertise the City and County of San Francisco and its economic and cultural development locally, nationally and internationally, for the ultimate benefit of local business; inform members and the public as to the aims, action and accomplishments of the Chamber.

PUBLICIZING SAN FRANCISCO

1. Supply news concerning the city's business development to local, national and foreign newspapers, magazines, trade journals and radio and television stations and networks.
2. Supply photographs, special information and literature on San Francisco to publications and persons all over the world.
3. Prepare special stories regarding San Francisco as requested by domestic and foreign publications.

MEMBERSHIP INFORMATION

1. Prepare and publish "Bay Region Business," the Chamber's fortnightly house organ, informing members of Chamber action, projects and goals.
2. Keep the general public and members informed about Chamber work, through regular releases to newspapers, other publications, and radio and television stations, and through the writing and placing of special stories with media requesting them.
3. Provide special information and literature for members, prepare and produce many pieces of special Chamber of Commerce literature.
4. Publicize special events of the Chamber such as Business-Education Day, the Agricultural-Business Conference and World Trade Fair so that members and the public may know of the Chamber's special efforts and accomplishments.
5. Maintain close liaison between the Chamber and appropriate forms of mass communication media.

CHAMBER LAUNCHES WORK PROGRAM

WORLD TRADE

RENE A. MAY, Committee Chairman

Promote expansion of two-way commerce for the Port of San Francisco through educational and service programs; distribute current commercial information on San Francisco and its port facilities and services throughout the world.

INTERNATIONAL TRADE POLICY

Enunciate Foreign Trade Policy Declarations of the San Francisco Chamber of Commerce to guide the Federal Government and local and state business and official leaders in creating the proper climate and long range program to accomplish the removal of unnecessary trade barriers, sound monetary and fiscal conditions, the adoption of customs simplification procedures and other measures which will assure regular growth of two-way trade and a national economic program consistent with the position of the United States as the leading nation of the world.

WORLD TRADE WEEK

Conduct annual observance of World Trade Week in order to inform the public and business leaders of this area of the opportunities to carry on trade and of the importance of world trade and travel in the over-all economy of northern California and the nation.

WORLD TRADE FAIR

Hold Sixth Annual International Trade Fair to present displays of the products, services and travel attractions of foreign countries.



RENE A. MAY

FOREIGN TRADE ZONE

Promote and publicize the services and facilities of the Foreign Trade Zone. Foster expansion of the Zone's physical facilities while seeking improved operations and review of Zone and Customs regulations to achieve the objectives of the Zone law for increased trade.

WORLD TRADE CENTER

Extend continued cooperation to the World Trade Center Authority, the World Trade Center, Inc., and the Board of State Harbor Commissioners toward reconstruction of the northern portion of the Ferry Building to house the first unit of the World Trade Center and to promote the occupancy of these facilities.

PROMOTION OF TWO-WAY TRADE

1. Distribute revised San Francisco Directory of Importers and Exporters to commercial centers in all overseas countries.
2. Continue services to local traders, agencies servicing world trade, foreign government representatives, visiting groups of foreign government officials and businessmen to expand San Francisco's trade relations with the world.
3. Promote wider use of arbitration in international commercial transactions and conduct such arbitrations as required when disputes arise.

Program For Progress In 1953 Off To Good Start

Here's A Digest Of Chamber Action In The Past Two Weeks:

• RESOLVED TO CONTINUE ACTIVE WORK in behalf of—

Bay Area Shipbuilding, through a special Shipbuilding Committee staffed by the office of the General Manager;

San Francisco Municipal Conference, by direct Chamber representation;

Grain Inspection, through continued operation of the Chamber's Grain Inspection Department at 465 California Street;

San Francisco Junior Chamber of Commerce, through continued provision of funds, office facilities and accounting services.

• **SPONSORED FIELD ECONOMIC MOBILIZATION COURSE** under auspices of Industrial College of the Armed Forces, February 9-20, Commerce High School auditorium: a comprehensive program of educating both the military and the civilian population in the complexities of economic preparation for all-out mobilization and in the necessity for complete coordination between business and industry and the armed forces. (Note: this is a two-week course beginning next Monday; registrations may still be made at the Chamber, 333 Pine Street.)

• **COMMEMORATED PRESIDENT EISENHOWER** on his dedication to elimination of national budget deficits; re-declared the Chamber's policy of refraining "from seeking increases in federal appropriations for support of local or national benefits not

urgently required for essential governmental services or for national defense."

• **URGED THAT AGRICULTURAL LABOR** be handled by the U. S. Department of Agriculture rather than the Department of Labor, in the firm conviction that the interests of agriculture will be better served.

• **CONTRIBUTED TO SCANDINAVIAN-AMERICAN** relations by cooperating with the local office of the Department of Commerce in taking a 24-man Danish-Norwegian Distribution Study Group on tours of Bay Area retail store operations.

• **MOVED TO PROTECT STATE'S APPAREL INDUSTRY** by requesting the Federal Trade Commission to investigate the use of the "California" label on apparel not actually manufactured in this State.

• **PROVIDED UP-TO-DATE ESTIMATE** of San Francisco's population—798,000—based on factors such as increased water

consumption, electric connections, telephone stations, occupied dwelling units, gains in retail trade and financial transactions, etc.

• **PLANNED RECEPTION OF RICHARD GOULD-ADAMS**, special writer for the London Economist, at a special meeting next Monday, February 9, of the World Trade Association at Upton's, 565 California Street. (Goold-Adams will speak on "Britain's Policy and Role in the Far East.")

• **URGED ATTENDANCE** at Servel's "1953 Show of Stars" next Wednesday, February 11, at the United Nations (Alcazar) Theater—presenting the company's new product line-up to home appliance retailers of this area.

• **SCHEDULED APPEARANCE OF INDONESIAN AMBASSADOR**, His Excellency Ali Sastroamidjojo, at the Wednesday, February 18 meeting of the World Trade Association.

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Economic Mobilization Course In San Francisco



CIVIC AND MILITARY LEADERS gathered last week for the opening of the Chamber-sponsored Field Economic Mobilization Course at Commerce Auditorium. Pictured here at the starting exercises February 9 are (left to right): Reginald H. Biggs, General Manager, The Emporium, who delivered the key-note address; Paul A. Bissinger, former Chamber President who is the course's General Chairman; Rear Admiral B. J. Rodgers, USN, Commandant, 12th Naval District; and Chamber President J. W. Mailliard, III. (See complete story, Page 2.)

Industrial Expansion For 1952 Hits New High; 40 Per Cent Above 1951

Industrial activity in San Francisco and the Bay Region surged ahead to an all-time high for the year 1952, chalking up a record \$184,679,002 in new-plant and expansion investments, it was reported today by the Chamber's Industrial Department on completion of a yearly survey.

The new high was 40 per cent above the total for the previous year of \$131,914,287.

Likewise, industrialists of the remaining 36 counties of Northern California set a

record for 1952—\$20,292,000 in new plants and expansions of existing facilities—bringing the Northern California total to \$204,971,002.

San Francisco itself realized \$7,651,953 in investments which produced 24 new plants, 72 expansions and 599 new jobs.

These new jobs aided materially in marking up a record year in San Francisco's general business activity, reflected in part by a five per cent rise over 1951 in the city's retail sales, according to the Chamber's Research Department.

(Continued on Page 4, column 1)

Chamber Action

Here are highlights of recent Chamber action designed to strengthen San Francisco, the Bay Region—and your business:

1. Sponsored Mobilization Course (P. 1)
2. Acted in Rapid Transit Matter (P. 1)
3. Planned co-sponsorship of luncheon for General Van Fleet (P. 1)
4. Reported Traffic Conference progress (P. 1)
5. Spoke out on projected rate increase (P. 2)
6. Re-affirmed civic goals of Chamber (P. 2)
7. Urged action on Redevelopment (P. 3)
8. Planned luncheon for Indonesian Ambassador, Ali Sastroamidjojo (P. 4)

Chamber Approves Funds For Rapid Transit Study

The San Francisco Chamber last week attached a string to an approval of San Francisco's contribution of \$100,000 to the Bay Area Rapid Transit Commission to carry on additional planning and engineering studies of inter-urban mass transit.

Support of the expenditure was voted by the Chamber's Board of Directors, but with this two-pronged provision:

- (1) That the Bay Area Rapid Transit Commission devote its remaining time—

(Continued on Page 4, Column 3)

Chamber To Honor General Van Fleet

The Chamber will join Mayor Elmer E. Robinson and other local civic groups in honoring one of the nation's military heroes next Wednesday at a special luncheon for General James A. Van Fleet, retired Eighth Army commander.

Other groups joining with the Chamber in sponsorship of the luncheon to be held in the Garden Court of the Palace Hotel are the Commonwealth Club of California and the Down Town Association of San Francisco.



General James A. Van Fleet, battless, in Korea.

The event, according to Chamber General Manager G. L. Fox, is part of a civic celebration to be tendered Gen. Van Fleet during his stop-over in San Francisco en route to Washington, D. C. He is coming direct from the battlefields of Korea.

Tickets for the luncheon have been available to members at the Chamber, on a first come, first served basis.

S. F. Traffic Conference Cites Accomplishments

Leonard S. Mosias, Chairman of the Chamber's Highway and Traffic Section, made note this week of the progress effected within the San Francisco Traffic Conference's Ten-Point Action Program.



Leonard S. Mosias

The Chamber together with the Down Town Association, the San Francisco Planning and Housing Association and the Central Council of Civic Clubs, formulated the action program in April, 1952.

Mosias reported definite progress on three points:

1—A check of the disregard for parking regulations by an increase in bails.

2—Continuation of the towaway program.

3—Repeal of Municipal commercial licenses.

Mosias said, "Both the Chamber's Traffic and Highway Section and the Traffic Conference have been cooperating with the Mayor's Technical Traffic Committee in the solution of San Francisco's traffic problems.

"We hope to be able to mark the remaining seven points of the action program 'completed' in the near future."

Course Teaches Economic-Military Cooperation

Response by Bay Region businessmen to the Field Economic Mobilization Course now in its final week at Commerce High



Rear Admiral Wesley McLaren Hague, USN

School has proved enthusiastic and the instruction is expected to have important effects on San Francisco's economic-military preparedness, according to Paul A. Bissinger, General Chairman for the Course.

Approximately 115 executives of business and industry as well as representatives of labor, religion and civic groups, enrolled for the Course which began February 9. Added to 170 military reserve enrollees, the total registration thus approached 300, according to Bissinger.

Purpose of the instruction here, which is being sponsored by the San Francisco Chamber of Commerce, is to educate local business persons and military officers to the need for, and methods of, complete co-ordination of effort in the event of all-out mobilization.

It is being presented by the Industrial College of the Armed Forces, Washington,



BUSY SCENE ON REGISTRATION DAY for the Mobilization Course in Commerce High School auditorium; businessmen and officers from many parts of the Bay Region enrolled.

D. C., under direction here of Colonel Chauncey E. Howland, U. S. Army. Local course administrator is Lt. Commander Robert Lee St. Clair, USNR, and the Chamber's Committee Chairmen in addition to Bissinger are F. R. Meyer and Edward L. Turkington. Chamber General Manager G. L. Fox is General Secretary for the Course.

Opening exercises last week, chair-manned by Bissinger, featured an address, "Civilian-Military Teamwork For National Security" by Reginald H. Biggs; a welcome on behalf of Mayor Elmer E. Robinson by

Val King; and an invocation by the Reverend John Kenney, D.D.

The Course consists of formal lecture periods followed by discussions and seminars.

Instruction to date has dealt with such subjects as strategic and critical materials, manpower, economic stabilization, production, procurement, fuel and power, transportation and communications, internal security, and geopolitics.

Today and tomorrow, courses will deal with the Far East and with Russia.

Here for closing exercises to be held at noon tomorrow will be Rear Admiral W. McLaren Hague, USN, Commandant of the Industrial College of the Armed Forces. While here he will also confer with San Franciscan Alexander R. Heron who was recently appointed a member of the board of advisors of the Industrial College.



KEY FIGURES in connection with the Course: left to right, F. T. Garesche, vice chairman, Arrangements Committee (F. R. Meyer is chairman); Faculty Head Colonel Chauncey E. Howland, U. S. Army; Chamber President J. W. Mailliard, III; Course Administrator Lt. Commander Robert L. St. Clair, USNR; and Attendance Committee Chairman Edward L. Turkington.

Chamber Urges Action On Area's Redevelopment

Redevelopment of the proposed "south-of-Market" area for much-needed industrial and commercial usage has long occupied the attention of the San Francisco Chamber, according to James Q. Brett, Chairman of the Industrial Development Committee, and this week the matter came to a head at a meeting of the Redevelopment Agency.

The group indicated its sympathy with the Chamber's stand that action be spurred on the redevelopment. Brett had written Dr. Joseph Hayes, Agency Chairman, urging him to "take such measures as are necessary" to encourage the Board of Supervisors officially to designate the area for redevelopment.

Brett, speaking for his Committee and for the Chamber's Board of Directors, emphasized the dire need for new commercial and industrial property in the area and said, "It is our belief that the . . . project should have immediate and continuing attention."

Delay Urged By Chamber In Belt Line Rate Increase

At the request of the San Francisco Chamber, the Board of State Harbor Commissioners has applied to the Interstate Commerce Commission for permission to postpone for 60 days an increase of \$3.93 in switching charges of the State Belt Railroad. The increase was scheduled to become effective March 1.

The Chamber acted when it appeared that negotiations between the Harbor Board and the trunk line railroads for absorption of the increase could not be concluded by March 1. This threatened the creation of another "nuisance charge" on San Francisco's port traffic and payment of higher switching charges by 135 industries served by the Belt than their competitors located on other lines.

The Chamber was prepared to petition the Commission for suspension of the increase if postponement had not been agreed to, according to D. J. McGanney, Chairman of the Chamber's Carriers Traffic Section.

Something Doing!

All the time, in San Francisco

• This is **ADVERTISING RECOGNITION WEEK** (February 15-21) sponsored by the Advertising Association of the West—a fitting tribute to the importance of advertising in the national life. Otto Kleppner, noted lecturer and writer on advertising, has put it this way: "The function of advertising in our economy is to help create and distribute the better values which men offer in competition for the buyers' selection." The theme, "Advertising Benefits You, Advertising Benefits Everybody," seems to strike a true note.

• **THE JACK LACY SALES CLINIC**, sponsored by the Northern California Electrical Bureau, opens at Commerce Auditorium next Tuesday night, offering top-notch courses in salesmanship. Enrollment cards are available from Carl P. McCarthy, N.C.E.B. secretary-treasurer, 447 Sutter St.

• **THE SAN FRANCISCO-OAKLAND PRESS PHOTOGRAPHERS ASSOCIATION** has announced the coming of a "mammoth photography show"—the International Photographic Exposition—in Civic Auditorium June 30 through July 5. It will highlight the craftsmanship and artistry of American and foreign photographers, professional and amateur. Serving on the Committee of Patrons will be Chamber President J. W. Mailliard, III.

• **"HOLLAND FLOOD RELIEF, INC."** has been organized to facilitate American aid to the thousands of Hollanders who were left homeless as a result of the recent disaster there. A. D. Bestebreurtje, President of the Netherlands Chamber of Commerce of the United States, Inc., has suggested that checks and money orders be sent to Holland Flood Relief, Inc., 41 East 42nd St., Room 721, New York 17, N. Y.

Chamber Purposes

By action of its Board of Directors, the San Francisco Chamber of Commerce has adopted the following revised and expanded Statement of Purposes:

The purposes and objects of this corporation . . . are as follows:

(1) To represent, protect and develop the business interests of the City and County of San Francisco;

(2) To promote the civic interests and the general welfare of the community;

(3) To encourage the conservation and timely and proper utilization of the land, mineral, forest, fishery, water, scenic and other natural resources on which San Francisco businesses are dependent;

(4) To foster the maintenance and improvement of transportation, communication, financial, insurance, and other facilities and services which will contribute to the business welfare of San Francisco and the Bay Region;

(5) To collect, preserve and distribute industrial, commercial and civic statistics and information of value;

(6) To provide a forum for the expression of the sentiments of business regarding matters affecting its interests, including local, state and national legislation;

(7) To cooperate in expanding existing factories in and attracting new manufacturing plants to San Francisco and the Bay Region;

(8) To work in behalf of increasing the volume of domestic and foreign commerce to and from and through San Francisco and the Bay Region;

(9) To promote the interests of its members;

(10) To inculcate just and equitable principles in trade;

(11) To establish and maintain uniformity in commercial usages;

(12) To adjust controversies between its members, and generally secure to its members the benefits of cooperation in the furtherance of their legitimate pursuits;

(13) To engage in any lawful activity and to have and exercise any and all rights and powers now or hereafter permitted by law to a non-profit corporation.

Bay Region Business Activity For 1952 Reaches Highest Levels Ever Recorded

Business activity in San Francisco for the year 1952 reached the highest level ever recorded and was 4.1 per cent above 1951, according to the San Francisco Chamber's business roundup for last year, just completed.

Donald Maclean, First Vice President of the Chamber, presenting a survey of the

total year's activity to the Board of Directors, declared that business throughout the entire Bay Area rose to a new high level, "based on developments in finance, employment, trade and production."

Bay Area individual financial transactions, he reported from the survey developed by the Chamber's Research Department, amounted to \$48,349,572,000 during 1952, establishing a new all-time level and accounting for 30.2 per cent of the Twelfth Federal Reserve District total. It was \$2.1 billion or 4.6 per cent above 1951.

Highlights of the study, which Maclean said would soon be published in detail in the Chamber's annual report for 1952, were as follows:



Donald Maclean

Three Local Japanese Banks Join Chamber

The high value placed on membership in the San Francisco Chamber was emphasized this week with the announcement that all three Japanese banks which opened their offices here recently had issued their first checks to the Chamber for memberships.

Number "one" checks were written by the Sanwa Bank Ltd., 465 California St., Shigeco Arimitsu, Manager; the Sumitomo Bank (California), 440 Montgomery St., S. Urano and K. Ishii, Executive and Assistant Vice Presidents, respectively; and the Bank of Tokyo of California, M. Take-shita, President.

G. L. Fox, Chamber General Manager, said, "These bank openings in San Francisco are important steps in the economic relations between Japan and San Francisco—and we're pleased to welcome them into our membership."

James A. Clark, Jr. Named To C of C Board

James A. Clark, Jr., vice president, J. A. Clark Draying Company, Ltd., was elected to the Chamber's Board of Directors last week following the resignation of Charles W. Griffin, Jr.

Mr. Clark was born in San Francisco in 1911, and is a graduate of Stanford. He first joined the Clark Draying Company in 1935 and was elected its vice president in 1937. He is married and has three sons.

The pioneer San Francisco draying firm, first established in 1873



James A. Clark, Jr.

by Mr. Clark's father and grandfather, is located at 100 Howard Street.

R.M.A. TO HOLD MEMBERSHIP MEETING

Four hundred San Francisco retailers—members of the Retail Merchants Association of the San Francisco Chamber of Commerce—have been invited to a general membership meeting and panel discussion on current problems, Wednesday, March 4, at the Bellevue Hotel, RMA President Jerome P. Newbauer announced this week.

The meeting will be the first of its kind, he said. It will be open to retailers, their wives and associates. Dinner will be served starting at 6:45 in the hotel's Mirror Room. Following the dinner will be a panel discussion on these major problems affecting retailers:

Parking, Traffic, Night Openings and

Estimated civilian employment in the San Francisco Metropolitan Area (6 Counties) attained a new all-time high of 1,015,300 persons. The Bay Region (12 Counties) consumer market growth exceeded that of other major areas on the Pacific Coast during the 1940-1950 decade with an increase of 54.9 per cent and the estimated total market as of January 1, 1953, consisted of nearly 3,500,000 persons.

Bay Area real estate subdivision activity—the "advance guard" of other basic developments such as new homes, families, businesses, schools, etc.—moved ahead at a lively pace during the 12 months ending September 1952, with 433 subdivision maps filed providing for 21,290 lots.

San Francisco-Oakland Metropolitan Area department store sales for 1952 were up three per cent over last year; in San Francisco, sales were up five per cent; in Los Angeles four per cent; in Seattle three per cent; and in Portland, no gain was shown.

San Francisco electrical power sales rose to a new high, 3.4 per cent above the preceding year; industrial and commercial gas sales also made a new high, 2.9 per cent above the preceding year.

Bay Area Airport traffic and cargo vessel movements in 1952 exceeded the 1951 total. There were 1,454 cargo vessel arrivals in the Bay during 1952, an increase of 11.7 per cent over 1951, and registered (tonnage of 23,197,515 was the highest on record.

Total daily passenger movements to and from San Francisco through the Peninsula, East Bay and North Bay gateways during the summer of 1952, soared to 538,000, compared to 384,000 in 1949.

"California's Growing Problem"

Facts about present and future needs in relation to California state highways are presented by the Joint Fact-Finding Committee on Highways of the 1953 California Legislature, in a colorful booklet recently published and available at the Chamber.

It is a "report to the people of California" on a comprehensive engineering survey, "California State Highways," made by the Automotive Safety Foundation—a non-profit organization devoted to traffic safety and sound highway development.

Purpose of the study is to provide facts on which the Legislature can base a practical program of highway development—and in the booklet is an abundance of down-to-earth information of vital interest to everyone.

To get your copy, write or telephone the Chamber, 333 Pine Street, EX-300 2-4511, Ext. 43.

Decentralization.

Moderator will be Louis B. Lundborg, Vice President, Bank of America.

Panel members will include: Chas. S. Hobbs, President, Hale Bros. Stores; Herbert L. Sommer, President, Sommer & Kaufmann; Paul R. Mills, President, Clinton Cafeterias; Dewey Mead, President, Board of Supervisors; Jack Eker, Director of Traffic; Paul Opperman, Director, City Planning; James H. Turner, Manager, Public Utilities; and Vining T. Fisher, Manager, San Francisco Parking Authority.

Reservations for the meeting must be in to the Chamber (EX-300 2-4511, Ext. 65) by February 28, Newbauer said.

Institute Sponsors Trip For European Research

Chamber members and other Northern California industrialists will be interested in a tour to be organized by Stanford Research Institute this Spring aimed at uncovering research talent in Western Europe, according to Donald Maclean, Research Committee Chairman of the San Francisco Chamber.

Information about European scientific facilities as centers for possible research assistance to American industrialists will be sought by the party which will leave New York April 22 and return in early June.

Full details as to objectives and organization of the trip, Maclean said, are available at Stanford Research Institute in Palo Alto.

Chamber To Host Indonesian Envoy

The Chamber yesterday, together with its World Trade Association, honored the first ambassador to the United States from



Ali Sastroamidjojo

the world's youngest republic — His Excellency Ali Sastroamidjojo of Indonesia. Visiting San Francisco for the fourth time since his appointment in 1950, Dr. Sastroamidjojo discussed "Indonesia's Economic Position Today," at a special luncheon meeting held in the Golden Empire Room of the Hotel Mark Hopkins.

Chamber President J. W. Mailliard, III, presided at the meeting which, in addition to honoring Dr. Sastroamidjojo, was another in a series of official Chamber luncheons designed to provide members with up-to-date information on the world and national scene.

Industrial Expansion For 1952 Hits New High

(Continued from Page 1)

Comparative statistics for the Bay Region since 1945 are as follows:

Year	No. of Projects	Capital Invested
1945	700	\$118,580,268
1946	1035	116,038,090
1947	656	127,565,903
1948	502	88,528,000
1949	458	66,312,170
1950	509	104,117,877
1951	480	131,914,287
1952	495	184,679,002

All figures quoted are for manufacturing industries only (as defined by the U. S. Census of Manufacturers), according to the report. They do not include hundreds of millions of dollars invested in area development of transportation, utilities, service, and distribution facilities.

"The continued diversity of industrial activity is the most heartening aspect of the Region's growth picture," said the Industrial Department report. "There have been food plants, soap plants, open-hearth furnaces, tin plate and tin can facilities, metal fabricators, ship building facilities, apparel manufacturers, wood products of all description and a myriad of others from small to multi-million dollar expenditures. Mainly they are built toward the rise of a greater peacetime economy future."

H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, throughout 1952, commented that, "it has been a distinct pleasure to have had an active part in the Chamber of Commerce industrial activities during the record-setting year of 1952."

Here are cumulative totals through December, 1952:

San Francisco		
24 New Plants	\$ 1,029,000	203 Jobs
72 Expansions	6,622,953	396 Jobs
96 Projects	\$ 7,651,953	599 Jobs
Bay Region (12 Counties)		
139 New Plants	\$ 37,434,130	
356 Expansions	127,244,872	
495 Projects	\$184,679,002	
Northern California (48 Counties)		
186 New Plants	\$ 70,510,130	
377 Expansions	134,460,872	
563 Projects	\$204,971,002	

Hitting the High Spots by Walt Brown

Chamber Directors Thos. J. Mellon and Lloyd E. Yador have been elected to the bd. of directors of the SF Employers Council; and Cloy Bernard is a member of the Grand Jury, heading the Police Committee and two others. . . . **Speaking of "Western Air Lines,"** Mr. Bernard has recently been promoted from District Sales Manager to Regional Sales Manager for Northern California. . . . **It's a month today** since Russell, Morris & Wood, Inc., announced formation of Brooke, Smith, French & Dorrance of the Pacific Coast, Inc., and Chamber Director King Harris of the SF office of BSF&D reports substantial progress under the new name. . . . **Northwest Airlines, Inc.,** has moved its district sales office from 210 Post St. to 209 Post St.—Suites 208-209, and lookie here: they moved on INAGURATION DAY (Jan. 20), they're kiddy-corner from the WHITE HOUSE, and their President is a former GENERAL—Harold R. Harris. . . . **Paul A. Bissinger,** former Chamber pres. and prominent civic leader, last wk. completed chairmanship of a highly successful Boy Scout Week observance. . . . **The Pacific Opera Co.** announces the opening of its Spring Opera Festival March 10, with "La Boheme." Subsequent performances are: March 13

—"Carmen;" March 17—"Lo Trovatore;" March 30—"Cavalleria Rusticana" and "Pagliacci;" March 24—"Faust," and March 27—"Madame Butterfly." . . . **Chamber Vice President H. H. Fuller,** president of Bethlehem Pacific Coast Steel Corp., has been named chairman of the SF Red Cross fund campaign for the second successive year. . . . **Karl Bennet Justus,** vice pres., The National Conference of Christians & Jews, Inc., urges attendance at the organization's 25th anniversary dinner at the St. Francis Hotel, next Mon. night, Feb. 23. W. P. Fuller, III, 1952 Chamber President, will be master of ceremonies and the main speaker will be Roger William Strous, chairman of the board, American Smelting and Refining Co. — one of two living founders of NCCJ. . . . **Begun last wk. at Golden Gate College** were three excellent courses in the Advertising Club's School of Advertising: "Advertising Production," "Advertising Media," and "Retail Advertising and Sales Promotion." Registration may still be made at the College, 220 Golden Gate Ave. . . . **Coast Optical Co.,** for the past three yrs. located on Second St., has moved to new quarters (four times the floor area) at 62 First St.

Committee Meetings

—February 19 through March 5—

World Trade Importers & Customs—February 19, 2:30-3:30 p.m., 1st floor conference room, Chamber

International Trade Policy—February 20, 2-3 p.m., 1st floor conference room, Chamber

Trade Association Executives—February 20, 12 noon, Solari's Grill

Financial Support for Foreign Trade—February 24, 2:30-3:30 p.m., 1st floor conference room, Chamber

Mining—February 25, 12:15 p.m., Commercial Club

Financial & Monetary Policy—February 25, 2:30-3:30 p.m., 1st floor conference room, Chamber

World Trade Merchant Marine—February 26, 2:30-3:30 p.m., 1st floor conference room, Chamber

World Trade Far East—February 27, 2:30-3:30 p.m., 1st floor conference room, Chamber

World Trade—March 2, 12 noon, 1st floor conference room, Chamber

Trade Promotion—March 3, 2:30-3:30 p.m., 1st floor conference room, Chamber

World Trade Insurance—March 4, 2:30-3:30 p.m., 1st floor conference room, Chamber

Traffic & Highway—March 4, 10:30-12, Room 200, Chamber

World Trade Far East—March 5, 2:30-3:30 p.m., 1st floor conference room, Chamber

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Raymond Fournival, Asst. Editor

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Bay Region Business
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SAN FRANCISCO CHAMBER OF COMMERCE

Chamber OK's Funds For Transit Studies

(Continued from Page 1)

and its available funds — to the financial and legal aspects of Bay Area rapid transit so that a "realistic appraisal can be made of methods of financing, commensurate with the ability of the Bay Area to organize itself into a body politic and to raise revenue sufficient to acquire, construct and support a rapid transit system;"

(2) That the San Francisco Chamber "adopt a positive program with respect to the several Bay Area public improvements which are inter-related and must be examined within the ability to finance and the priority of need."

Other necessary improvements cited in the Chamber's resolution included internal mass rapid transit, Bay crossings, street and highways and related traffic and parking needs, passenger transportation terminal facilities, freight terminal facilities, port and harbor development, water conservation and flood control.



A. K. Browne

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Education-Business Day Coming Soon

Chamber members were urged this week by Ross Buell, Chairman, Business-Education Committee, to mark their calendars and plan to visit a San Francisco school on the third Education - Business Day — Friday, April 10.



Ross Buell

Buell expressed the hope that the '53 program's attendance would exceed last year's 700. Further information regarding the annual event will be distributed to members, including a "sign-up sheet," so that those representing San Francisco business firms may indicate their school preference.

"Our business men and women, through their visits to San Francisco schools, are bringing educators and business persons closer together in the interest of furthering the high ideals of American business and education," Buell said.

Chamber Sparks Meet On S. F. Bay Crossings

Progress in "extending areas of agreement" among many businessmen and State legislators relative to additional Bay crossings was attained at a recent meeting sponsored by the Chamber, G. L. Fox, General Manager, reported this week.

He said two State senators and eight Assemblymen from Alameda and San Francisco counties joined Chamber President J. W. Mailliard, III and seven other Chamber officials in a dinner meeting devoted to the problem of Bay crossings.

"The meeting afforded opportunity for an important exchange of views," Fox said, "which we feel will have a healthy effect on future crossing plans."

Chamber Managers Elect New Officers

J. B. Edwards, manager, Beverly Hills Chamber of Commerce, was elected 1953 President of the California Association of Chamber of Commerce Managers at last week's annual convention of the statewide organization held at the Hotel Claremont.

First, Second and Third Vice Presidents also elected were, respectively, Howard Steib, manager, Santa Barbara Chamber; Linn Winterbotham, manager, Palo Alto Chamber; and Frank King, manager, San Leandro Chamber.

G. L. Fox, San Francisco Chamber General Manager, was among those who received awards for fifteen years of service.

Golden Gate Trade-Maritime Festival Planned



PLANNING THIS YEAR'S FESTIVAL are, left to right, Milt Melander, President of the World Trade Association; Alvin C. Eichholz, Manager of the Chamber's World Trade Department; William H. Quale, Secretary-Treasurer, Propeller Club, Port of S. F.; Philip L. McClure, President, S. F. Junior Chamber of Commerce; and Bryant K. Zimmerman, General Chairman for Maritime Day and Harbor Festival. Cooperating in the observance with these organizations is the City and County of San Francisco.

Chamber, Other Groups Announce Joint Plans For 1953 Trade-Maritime Week

For the second successive year, world trade and maritime interests in San Francisco have developed a co-ordinated program for the annual observance, May 18-24, of World Trade Week, National Maritime Day and Harbor Festival.

Forrest E. Brookman, appointed this week by the Chamber's World Trade Association as General Chairman of World Trade Week, said that under the all-inclusive title, "Golden Gate Trade and Maritime Festival," the Chamber and four other civic groups have made plans for a week-long series of business lunches and commemorative events saluting the waterfront.

Co-sponsoring the joint festival with the Chamber are the World Trade Association, the Marine Committee of the San Francisco Junior Chamber of Commerce, the Propeller Club (Port of San Francisco) and the City and County of San Francisco.

Assisting Brookman in the prosecution of the Chamber's portion of the observance will be W. B. Gribble, manager, export department, W. P. Fuller & Co.—Vice Chair-

man; and George E. Talmage, vice president, traffic, Pacific Transport Lines, Inc.—Vice Chairman, World Trade Fair.

General Chairman of the Maritime-Day-Harbor Festival events for the Junior Chamber of Commerce and the Propeller Club is Bryant K. Zimmerman, vice-chairman of the J. C. Committee.

Donald Watson, vice-president of Weyerhaeuser Steamship Co., and president of the Propeller Club, is honorary chairman of National Maritime Day observances.



Forrest E. Brookman

Chamber Action

Here are highlights of recent Chamber action designed to strengthen San Francisco, the Bay Region—and your business:

1. Co-authored plans for 1953 Golden Gate Trade and Maritime Festival (P. 1)
2. Formulated program for third annual Education-Business Day (P. 1)
3. Continued study of Bay crossings (P. 1)
4. Planned "Sales Rally" aimed at "Selling San Francisco" (P. 2)
5. Urged larger Port advertising fund for increased harbor promotion (P. 2)
6. Provided forum for discussion of new mining taxation plan (P. 4)
7. Planned reception of chemical industry leaders (P. 4)
8. Spoke out on States' Rights (P. 4)

Sales Executives To Assist Chamber In "Selling S. F. Around The World"

The Chamber will receive the assistance of 1,500 salesmen in its program of "Selling San Francisco 'Round The World."

At a "Sales Rally" to be held March 20 in the Scottish Rite Auditorium sponsored by the San Francisco Sales Executives Association, James E. Holbrook, member of the Chamber's Domestic Trade committee, will point up ways in which the salesmen can be of help in selling San Francisco.

Red Cross Residential Drive Opens This Week

San Francisco's 1953 Red Cross residential membership drive began this week.

Chamber Vice President H. H. Fuller, chairman of the drive, said the month-long campaign will complete the second part of the annual fund drive which began when the local Red Cross joined the United Crusade last fall.

Since the Crusade restricted itself to business and industry, Red Cross limited its goal in that drive to \$990,000—87 per cent of the chapter's \$1,139,000 minimum budget for 1953-54.

Red Cross will canvass residential areas throughout this month to collect the remaining 13 per cent of the budget, amounting to \$149,000. The drive will also fulfill national Red Cross charter specifications which require that every member of the community be given the opportunity to join.

"This means ringing doorbells of thousands who have not been solicited by United Crusade," Fuller said.

An \$80,000 emergency fund for procuring, processing and packaging the new polio serum, gamma globulin, has been added to the current campaign goal.

This is San Francisco's share of the \$7,000,000 national Red Cross program to provide as much serum as possible before the epidemic season. This serum is a blood derivative which may provide immunity from the paralytic effects of polio.

"Persons who donated to United Crusade are not expected to donate again, since their contributions automatically made them members of Red Cross," Fuller said. "But they will not be refused if they wish to donate toward the \$80,000 gamma fund."

Chamber Urges Higher Port Advertising Budget

On recommendation of its Carriers Traffic Section, the San Francisco Chamber is urging support of three bills in the California Legislature which if passed would provide the Board of State Harbor Commissioners with \$100,000 a year instead of \$20,000 to advertise and solicit for the Port of San Francisco.

Section Chairman D. J. McGanney said the harbor board has been "effective" in its use of funds now available, but definitely needs more in order properly to compete with other ports.

The bills to be supported are SB 712, AB 961 and AB 963.

Under the chairmanship of Michael J. Hughes, a special pamphlet outlining San Francisco's advantages is being prepared by the Chamber's Domestic Trade and Research Departments for distribution at the rally.

Joseph M. O'Donohue, Manager of the Chamber's Membership Department, and a member of the sales executives group, is Promotion Chairman for the rally.

Korean Shipping Grows; S. F. Port Of Many Calls

San Francisco Chamber officials this week lauded the progress of the Republic of Korea toward building up her merchant marine to broaden trade relations with the free world—a program reflected most recently by the arrival here of the 10,900-ton freighter, DONG HAE HO.

The Liberty ship, recently purchased by the Korean government from Norwegian interests, is one of six bought by the Republic in the last nine months, according to Young Han Choo, Korean Consul-General in San Francisco. His government's merchant marine now totals 53,816 dead-weight tons in addition to a number of smaller coastal vessels, Choo said.

Three other ships have been or are coming to the Port of San Francisco, he pointed out. The KOREA, last December, marked the first arrival of a Korean flag-ship to a U. S. port. The PUK HAE HO is now in San Francisco being refitted, and the 10,500-ton SU HAE HO soon will call here to be equipped with radar.

Domestic Trade Tips

D-7679—Diversified Mass. Corp. seeking electrical or mechanical equipment for development and/or merchandising in the New England states.

D-7680—A manufacturer in southern California interested in contacting local manufacturers' agents handling the following lines: plumbing, hardware and electrical supplies.

D-7681—A New York manufacturer and converter of polyethylene film in the prepackaging field interested in securing manufacturers' agents.

D-7682—An Ohio manufacturer of tools interested in a distributor for these tools in San Francisco.

D-7683—A dealer in alloy, tool, etc. steels interested in appointing a salesman to sell this steel on the Coast.

D-7684—A manufacturers' representative located in Arizona interested in contacting local manufacturers wishing to have their products sold in the West Indies and Latin America.

D-7685—An Eastern manufacturer of standard metal buildings wishes to appoint a representative in this area. The dealer or representative should be equipped to do the erection or maintain an alliance with a suitable contractor.

D-7686—A Florida manufacturer of complements to, or supplements designed to increase the efficiency of gasoline, diesel fuel, home heating fuels and crank case oil seeking a representative to cover the Bay Region.

D-7687—A Wisconsin manufacturer of chemical pumps interested in securing representation in the San Francisco area.

D-7688—An experienced manufacturers' representative interested in representing San Francisco manufacturers in the Detroit, Michigan area.

D-7689—A manufacturers' representative wants

Bay Region Businesses Offered Opportunity In Research For Army

Bay Region research laboratories, manufacturers with research departments—and manufacturers in general—have been offered an opportunity to prosecute research and development work for the Army's Corps of Engineers.

Major Arley Arthur Hayman, Jr., Liaison Officer of the Corps of Engineers' Engineer Research and Development Laboratories at Fort Belvoir, Virginia, told the Chamber last week that the Corps of Engineers was interested in the research capabilities of local firms and also in projects already completed or "in-the-works" which may prove of service to the Army or Air Force.

Projects in which the Engineer Research and Development Laboratories are particularly interested include: bridging equipment; soil stabilization; prefabricated buildings; problems of the distillation, purification and distribution of water; equipment for the distribution and storage of petroleum products; development and engineering of new methods of mine detection; illumination; earth moving equipment; mapping methods and equipment; the distribution and generation of power; and the processing and packing requirements for storage and overseas shipment of Army equipment.

Chamber General Manager G. L. Fox asked that interested individuals or organizations contact the San Francisco Chamber at 333 Pine Street (EXbrook 2-4511).

Produce Market Section Cited; Picket Elected

The Chamber's Produce Market Site Section has been commended in a formal resolution by the board of directors of the California Farm Bureau Federation for studies toward re-locating the city's produce terminal.

Jesse W. Tapp, Chairman of the Chamber's Agricultural Committee who reported the commendation, also announced the election of a new member to the Committee:

Jack Pickett, editor of CALIFORNIA FARMER since the death of his father, widely-known John Pickett. "The Committee," Tapp said, "was in accord with all of California's bereavement over John's passing; but we are extremely pleased that his son will be taking his place with us."

new lines for the retail trade—paint, hardware, groceries (not food), cosmetics to be represented in the Territory of Hawaii after January 1, 1953.

D-7690—A New York manufacturer of plastic items such as tablecloths, place mats, etc., interested in a sales organization to handle these lines in the San Francisco area.

D-7691—A New York manufacturer of corrosive-resistant coatings desirous of appointing a manufacturer's representative to handle these coatings in the San Francisco area.

D-7692—A Los Angeles manufacturer of anti-friction, anti-knock motor fuel interested in appointing a salesman to sell this product.

D-7693—Ohio Building equipped as Industrial and Aircraft Manufacturers' display headquarters to represent firms from Indiana, Penn., and Mich.

D-7694—Hand weaver of ladies nylon handbags desires buyers.

D-7695—Company newly entering home appliance field seeks territorial representation on home freezer line—will consider manufacturing under another name.

D-7696—Manufacturer seeks distributors or wholesalers for braided nylon fishline.

D-7697—First rate 100% wool tartan, all accredited designs, made to order in York, England. Samples available.

D-7698—Ceramic gift and art manufacturer seeks distributor to department stores, gift, jewelry and florist shops.

General Business Activity

Report by the Research Department

January, 1953

TREND

Interest in the 1953 economic outlook is manifest in many quarters and opinions on the near-term future range from dull to bright. Developments in San Francisco and the Bay Area during the early weeks of the year were above a year ago with several new January highs. Despite this growth, a number of areas in the western regional market made stronger gains than the Bay Area in comparison to a year ago, particularly in volume of financial transactions, trade, and construction permits.

EMPLOYMENT

The 6-County metropolitan area in January provided employment for 1,011,500 persons, the highest for any January on record and 10,500 above a year ago. All major industrial groups except Government reported increases over last year.

In the regional market of the 11 western states, employment in December was up 4.3% or 270,000 above a year earlier; manufacturing and trade, with 3,150,000 employees, accounted for 200,000 of the increase and Government with 1,200,000 employees accounted for 28,000 gain.

TRADE

Retail department store sales in the 6-County metropolitan area were up 6% and apparel 7% above last year; sales in the Twelfth District were up 8% and 6% respectively. The retail and wholesale fields in the metropolitan area were employing 244,100 persons in January or 4,000 more than last January and accounted for 24.1% of the employed persons in the area.

Pacific Coast Merchant Wholesalers' dollar sales for 1952, just released, were reported 1% above the previous year, and sales in the nation were just equal to the previous year.

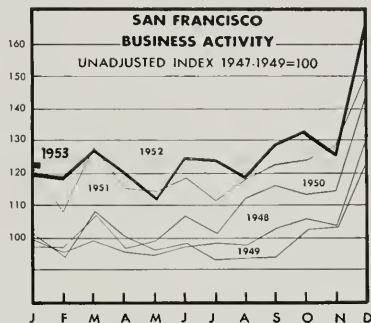
CONSTRUCTION

The contract construction industry in the 6-County metropolitan area employed 63,500 persons in January or 1,300 more than a year ago. January building permits for the metropolitan area provided for about 1,150 dwelling units but were the fewest in five years. Home building is making the greatest progress in the contiguous counties, particularly in Santa Clara County.

TRANSPORTATION

The transportation, communications, and public utilities industry group in the metropolitan area in January gave employment to 1,200 more persons than a year ago and was employing 114,700 persons or 11% of the employed persons. The number of ship arrivals in San Francisco Bay in January was 9.8% above a year ago. The registered tonnage amounted to 1,960,917, the highest January on record and an increase of 6.7% in tons over the previous year. The Port of San Francisco during January handled 515,434 revenue tons. There were 35,530

freight car movements in the San Francisco-Oakland switching limits in January compared to 39,402 a year ago. San Francisco Airport traffic in January reached new highs with 9,625 planes in and out and



138,908 passengers off and on, exclusive of through-passengers, an increase of 10.3% in planes and 18.4% in passengers.

FINANCE

Some 63,500 persons were employed in

financial activities in the Bay Area during January, an increase of 1.9% over a year ago. Financial transactions amounting to \$3,889,349,000 were 2.1% under last year. San Francisco Stock Exchange transactions in January amounted to 1,338,807 shares and to \$18,918,757 in market value. There were 12 commercial failures in January in San Francisco. All were small and amounts involved were below a year ago.

San Francisco, with seven of the nation's largest banks and home of the world's largest bank, received reports from the 18 banks in the City which revealed total deposits as of December 31, 1952, of \$10,957,825,717, an increase of 7.9% or \$801,767,419 above a year earlier; time deposits of \$4,990,316,667 were up 10.4%; demand deposits of \$5,967,509,050 were up 5.9%; total resources of \$11,938,398,589 were up 8.4% or \$927,871,956 during the year.

The San Francisco Chamber of Commerce business activity Index in January at 122.7 (1947-1949=100) exceeded last January by 2.3%.

PRICES

Retail Food prices in January were 2.1% below January last year in the San Francisco area.

BRANCH OF ACTIVITY		JANUARY % FROM 1953 1952	
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100			
CONSTRUCTION PERMITS	Total Number	122.7	2.3
Residential, New	Value	701	31.3
Dwelling Units	Value	4,008,438	14.9
Single-Family Units, New	Number	634,950	-15.2
Non-Residential, New	Number	66	-19.5
Addns., Alterations and Repairs	Value	54	-21.7
REAL ESTATE—Deeds Recorded	Value	2,405,852	57.5
	Number	967,636	-20.1
REAL ESTATE—Deeds Recorded	Number	1,509	6.6
*RETAIL DEPARTMENT STORE SALES	Index	97	4.3
FINANCE—Bank Debits	\$000	3,025,574	-1.6
Postal Receipts	\$	2,308,182	-25.9
S. F. Stock Exchange	Shares Traded	1,338,807	-50.4
	Market Value \$	18,918,757	-15.7
COMMERCIAL FAILURES	Number	12	0.0
INDUSTRY TREND—6 Bay Area Counties	Employment	1,011,500	1.0
Manufacturing—Employment	Number	209,500	0.8
Contract Construction—Employment	Number	63,500	2.1
Finance, Ins. & Real Estate—Employment	Number	63,600	1.9
Retail Trade—Employment	Number	172,600	1.6
Wholesale Trade—Employment	Number	71,500	1.9
Service—Employment	Number	204,200	1.5
Trans. Comm. & Utilities—Employment	Number	114,700	1.1
Agricultural—Employment	Number	16,500	0.0
Govt., Fed., State, Local—Employment	Number	93,000	-2.0
PLACEMENTS IN SAN FRANCISCO	Total	2,073	-33.9
TRANSPORTATION—Frt. Car Movements	Number	13,753	1.1
S. F. Airport—Planes In and Out	Number	9,625	10.3
Passengers Off and On	Number	138,908	18.4
Air Mail Loaded and Unloaded	Pounds	2,368,462	-14.2
Air Express Loaded and Unloaded	Pounds	537,164	8.7
Air Freight Loaded and Unloaded	Pounds	2,898,638	-4.8
Rail Express Shipments	Number	107,693	-18.1
PORT OF SAN FRANCISCO—Revenue Tons	Total	515,434	-12.5
Coastwise	Revenue Tons	12,246	-26.4
Intercoastal	Revenue Tons	30,148	-44.1
Foreign	Revenue Tons	263,823	-5.8
CARGO VESSELS (S. F. Bay)—Arrivals	Number	424	9.8
UTILITIES—Ind. and Comm. Gas Sales	Cu. Ft.	1,634,935,800	-4.1
*Elec. Energy Sales—k-w. hours	Index	145	11.5
Water Consumption—Comm. and Ind.	Cu. Ft.	159,368,000	0.7
NEW DEVELOPMENTS—Tourist and Settler	Inq. No.	788	-2.8
Bay Bridge Vehicle Crossings	Number	2,440,123	2.9
Golden Gate Bridge Crossings	Number	836,561	12.7
FRUITS AND VEGETABLES RECEIPTS	Carlots	1,602	9.7
LIVESTOCK SLAUGHTER	Total Number	165,438	7.3
S. F. LIVING COSTS—All Items	Index	197.6(a)	2.3
*RETAIL FOOD	Index	114.3	-2.1
AVERAGE WEEKLY EARNINGS—Mfg. Ind. 6 Bay Co.'s	Index	78.12	4.4

*New Series (1947-49 Average=100) (a) December 1952 latest available.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Foreign Trade Zone Expands Facilities

Chamber officials were informed this week that San Francisco's Foreign Trade Zone will double its capacity in March to include all of Pier 45.

James Campbell, superintendent of the zone said, "Our facilities have been taxed to capacity during the past year as Zone operations continue to grow. The move is a logical one."

In making the announcement, he thanked the Chamber for its continued support and noted that through the effort of the Chamber and other local groups, the Zone was first established.

The space for berthing vessels will be doubled from two to four ships.

Mining Committee Hears Tax Authority

The nation's biggest mining problem—how to survive in the face of heavy imports of metal at lower prices without discouraging free international trade—was spotlighted here last week at a meeting of the Chamber's Mining Committee, according to Chairman Phil R. Bradley, Jr.



F.E. Wormser (left)
Phil R. Bradley, Jr.

Guest speaker Felix E. Wormser, vice president of the St. Joseph Lead Co. of New York, made what he termed the first public disclosure "west of the Rockies" of a plan formulated three weeks ago in Denver for a "sliding scale equalization" tax on imports of lead and zinc into the United States.

Bradley said the program is of interest to California miners because it may eventually be the answer for "typically-California" mining.

Chamber Presses For Action On Tidelands

"Unequivocal renunciation" of claim by the United States government to San Francisco's waterfront, airport, railroad terminals and certain other areas commonly referred to as "tidelands" is being sought by the San Francisco Chamber.

This organization is pressing for Congressional action on several bills and joint resolutions which, if passed, will finally clear up the matter of States' rights to such lands—"of dire concern to San Francisco," according to President J. W. Mailiard, III.

Committee Meetings

—March 5 through March 19—

World Trade Far East—March 5, 1:45-3:00, 1st floor conference room, Chamber
World Trade Financial and Monetary Policy—March 5, 5-9:30 a.m., 1st floor conference room, Chamber
Tax—March 9, 2:30-4:30 p.m., Room 200, Chamber
Agricultural—March 10, 12 noon, Cirque Room, Fairmont Hotel
Special Projects—March 11, 12:15 p.m., Commercial Club
Hawaiian Affairs—March 18, 11-12 a.m., 1st floor conference room, Chamber

Hitting the High Spots by Walt Brown

President Eisenhower has sent his "thanks and appreciation to each member" of the SF Chamber for this organization's recent commendation of his State of the Union message and pledge of support. In a letter to Chamber President J. W. Mailiard, III, the White House said "The President deeply appreciates the commendable spirit and cooperation expressed (by the Chamber) and asked that this be passed along to the membership. . . . Another new plant for the Bay Region: Product Service Div. of the A. O. Smith Corp. opened its new Pac. Coast Branch in Oakland on Mar. 1—moved from Los Angeles to this "more central location," according to Chas. E. Smith who manages the div. from its Chicago hqts. . . . Chamber Director Chas. S. Hobbs, pres., Hale Bros., has been elected a director of the Better Business Bureau, SF office. . . . Bert Bartley, new Chamber member and capable young investigator who formerly managed the SF office of Western States Bureau of Investigation, announces establishment of his own firm, Bartley & Bartley (906 Geneva Ave.; JUmpier 7-0403) for investigatory service to business and industrial firms. . . . Dante P. Lembi, v. p., St. Francis Investment Co., is the new chairman of the SF Municipal Conference, of which the Chamber is a member organization.

Other new officers are: Arthur E. Wilkens, partner, Potrero Investment Co.—vice chairman; and Maude E. Cottrell, SF Chamber—secretary. . . . Correction in last issue's report of Pac. Opera Co. spring program: "Covallierio Rusicono" and "Pagliacci" will play Mar. 20, not Mar. 30. . . . Fred-eric B. Whitman, pres., Western Pac. Railroad Co., and past Chamber Director, has been re-elected chairman of the SF Bay Area Council. . . . Arthur J. Fritz & Co. freight forwarders who opened offices in N. Y. last mo., announce moving into larger offices to "better serve and handle the increased volume of business Pac. Coast exporters are now directing" there: new address is 8-10 Bridge St., N. Y. City, telephone #NY 1-1733. . . . Robert W. Evans has been apptd. ass't dir. of public relations for United States Steel Corp.'s Western Div. here. . . . Pacific Gas & Electric Co. will retire its historic old Murphys Powerhouse on Angels Creek, Calaveras County and build a new Murphys a half mile downstream to gain a greater fall of water: it will have a capacity of 3800 kilowatts from a single generating unit. . . . Pierre Desautels, former SF dist. sales mgr. for Trans World Airlines, has been promoted to the newly-created position of TWA Overseas Director with headquarters in—yes, we're losing him!—Paris.

Library Spotlighted During Special Week

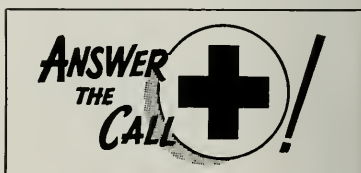
As a reminder of the San Francisco Public Library's importance to the city in general and the business community in particular, Chamber members have been invited to attend local ceremonies marking the opening of California Library Week, Monday evening, March 9.

City Librarian Laurence J. Clarke extended the invitation to the event which will be held in the main library's assembly room at 7:45 p.m. "The importance of California Library Week, March 8-14 to the business person," he said, "can be pointed up by mentioning just two of the Library's services: maintenance of the business branch on the 11th floor of the Russ building; and the complete file of every printed government document which we keep available."

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Raymond Fournival, Asst. Editor

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Golden Fleet To Host Chemical Industry Men

Eighty-five leading executives of the country's chemical industry will be aboard yachts of the Chamber's Great Golden Fleet when it sets sail from the city's Yacht Harbor on March 13.

The Bay tour will be another in a series designed to acquaint the nation's business and industrial executives with San Francisco's manufacturing and trade facilities.

The small vessel fleet will again be commanded by "Commodore" Dan E. London.

Industry leaders will be guests of the local section of the American Chemical Society on their two-day visit here. The visit is intended to highlight the possibilities for further development of the Bay Area's chemical industry already established on a sound basis, according to Chamber General Manager G. L. Fox.

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SAN FRANCISCO CHAMBER OF COMMERCE

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Tax Conference To Point Up Federal Expenditure Matters

Federal taxation—whys, wherefores, and methods of reducing the burden—will hold the spotlight next Wednesday, March 25 at the Sir Francis Drake Hotel when the San Francisco Chamber sponsors its first Federal Tax Conference for the benefit of Chamber members and Northern California businessmen.

F. B. Magruder, Chairman of the conference, declared this week that the event marks a significant move by the Chamber to analyze thoroughly Federal tax problems, to answer questions, and to work out many difficulties facing every taxpayer today.

Gov't Purchasing Meet Next Week

The "hows and whys" of \$260,000,000 spent in the San Francisco Bay Region by small business specialists of 22 military purchasing agencies will be aired for the benefit of Chamber members at a special luncheon meeting next Thursday, March 26, at the Palace Hotel, it was announced this week.



J. E. Holbrook

James E. Holbrook, Chairman of the Chamber's Government Purchasing Subcommittee, said the luncheon has been arranged for the purpose of allowing a representative group of wholesalers and manufacturers an opportunity to become personally acquainted with the men that do the military's buying in this region.

"The event will present an excellent chance for our people to discuss government purchasing activities and procedures and to air any problems they may experience in dealing with military buying agencies," Holbrook asserted.

He pointed out that the specialists have indicated a desire to meet with a "cross section of San Francisco's business executives."

PROMOTION NOT CHAMBER'S

In answer to hundreds of inquiries made by Chamber members in the past two weeks, the Retail Merchants Association of the San Francisco Chamber wishes to emphasize that a particular promotion currently being executed by telephone under the name, "National Retail Merchants Association" has absolutely no connection with the RMA or with any phase of activity of the San Francisco Chamber.

The Chamber regrets the unfortunate confusion in names, for which it is in no way responsible.

Chamber to analyze thoroughly Federal tax problems, to answer questions, and to work out many difficulties facing every taxpayer today.

The conference to be held in the hotel's Franciscan Room from 12 noon to 3:30 p.m., will be of a "workshop" nature. Subjects slated for discussion include:

1. Individual tax rates within the federal tax program.
2. 1953-54 Federal Budget.
3. Defense and non-defense spending.
4. Analysis of appropriation requests.
5. Excess profits and corporate tax rates.

Guests of the San Francisco Chamber
(Continued on Page 4, Column 3)



F. B. Magruder

Highway Program Urged By Chamber

A broad seven-point program for financing and improving the mainline system of California State highways was approved this week by the Board of Directors of the San Francisco Chamber of Commerce.

The plan, formulated by the Chamber's Traffic and Highway Section of the Civic Development Committee, embodies recommendations for defining a "mainline highway system," and its financing.

"Members of the Traffic and Highway Section favor an accelerated highway financing program," said Leonard S. Mosias, Section Chairman, this week. "They recognize that a pay-as-you-go financing program is necessary to augment immediately the revenues for highway construction." He cited many "critical deficiencies" in the mainline State Highway system which, he declared, constitutes 4,224 miles or 30 per cent of the State highway mileage.

(Continued on Page 4, Column 1)



L. S. Mosias

Chamber Action

Here are highlights of recent Chamber action, designed to strengthen San Francisco, the Bay Region—and your business:

1. Planned special Tax Conference (P. 1)
2. Arranged Gov't Purchasing Meeting (P. 1)
3. Approved 7-Point Highway Program (P. 1)
4. Aided S. F. salesmen in "selling city" (P. 1)
5. Planned Foreign Trade Zone event (P. 1)
6. Scheduled important trade trip (P. 2)
7. Appointed 11 new Chairmen (P. 2)
8. Urged action in Redevelopment, Care of Aged and Veterans' legislation (P. 2)
9. Brought retailers together in meeting on traffic & other problems (P. 3)
10. Set plans for World Trade Fair (P. 2)

Chamber Urges "Sell The City"

"Meet San Francisco Today" is the invitation emblazoned across a new pocket pamphlet produced this week by the Chamber which will make its debut before 1500 San Francisco salesmen at a huge "sales rally" tomorrow in the Scottish Rite Auditorium.

The attractive, two-color piece is the spearhead for a new Chamber program of aiding San Francisco firms with salesmen visiting outside areas in their "selling" of San Francisco.

Michael J. Hughes, Chairman of the Chamber Committee which evolved the pamphlet, said it will furnish salesmen with "abundant facts and proof" of San Francisco's important position in Western business and industry and "will aid them in their selling not only of San Francisco but of their own products."

The sales rally has been called by the San Francisco Sales Executives Association of which E. D. Maloney is president. The Chamber's presentation of 1500 pamphlets will be made by J. Howard Patrick, Chairman of the Domestic Trade Committee, as a part of the program. He will describe its uses to the salesmen.

Celebration To Mark Expansion Of FT Zone

A community celebration next week will mark an important milestone in the five-year history of San Francisco's Foreign Trade Zone as the internationally-known facility completes an expansion which will double its capacity.

Zone Superintendent James Campbell reported today that within a week work will be completed bringing all of Pier 45 into the zone's working area. It will, he said, increase the total area from 302,378 square feet to 653,990. Civic and business officials are expected to observe the occasion in a special event, plans for which are being formulated this week.

Chamber To Make Trade Development Trip To Hawaiian Islands In October

Members of the Inter-City Section of the San Francisco Chamber of Commerce will embark in October on their first trade development trip to Hawaii it will be announced this week by Roy P. Cole, Section Chairman. Object of the trip will be to advance trade relations between the Islands and San Francisco.

The proposed visit was approved last week by the Chamber's Board of Directors who agreed that the event would be in line with this organization's continued efforts to stimulate domestic trade and build port traffic.



Roy P. Cole

George F. Hansen, Chairman of the Hawaiian Affairs Section, said, "The purpose of the trip will be to have a representative group of San Francisco business leaders talk personally with the trade and industrial leaders in the Territory in order to discover ways and means of increasing trade and commerce between our two important Pacific ports."

Hansen said the trip will be about 10 days in length. Chamber members will travel by air and by the Matson Navigation Company's Lurline.

It is planned that the Chamber's delegation will obtain a first-hand knowledge of the Territory's economy, its potentialities and its problems. A survey will be made of trade opportunities with the results to be reported to the full Chamber membership.



G. F. Hansen

Veterans' Legislation On Parking Supported

The Chamber has put its support behind State legislation which would give deserving disabled veterans the privilege of parking their cars without charge in metered or time zones in California cities.

Alan K. Browne, chairman of the Chamber's Civic Development Committee, said that some cities—San Francisco included—have already granted the parking privilege to the disabled veterans.

The proposed legislation, he said, would extend the privilege to all California cities and at the same time eliminate identification confusion with the issuance of special license plates or other insignia.

Chamber Appoints 11 Committee Heads

The Chamber's 1953 Program-For-Progress received new impetus this week with appointments by Chamber President J. W. Mailliard, III, of two Committee Vice Chairmen and nine new Sub-committee Chairmen.

Committeemen named and their working segments of the Chamber's 1953 action program are:

Public Affairs, Aviation Section: **Legislative Sub-Committee**—Frederick L. Hewitt, attorney; **Air Force Academy Sub-Committee** (working toward the establishment in Northern California of the proposed new academy)—George C. Tenney, president, McGraw-Hill Publishing Company.

Public Affairs, Public Health Section: **Sub-Committee on Health Problems of the Aged**—J. T. Hughes, Crown Zellerbach Corporation; **Legislative Sub-Committee**—Arthur H. Connolly, Jr., Connolly & Cerini.

Sub-Committees of the Industrial Development Committee: **South of Market Redevelopment** (will help satisfy the urgent need for well-located commercial and industrial building sites)—John McCrea, Swinerton & Walberg Co.; **Removal of Temporary War Housing** (involves all land industrially zoned)—Vincent Mead, Buckbee, Thorne & Co.; **Revision of Zoning Ordinance** (will primarily be concerned with any commercial and industrial rezoning)—Frank P. Gomez, industrial realtor; **Legislation, Codes & Structures**—J. F. Barrett, Jr., Barrett & Hill; **Project Planning**—John S. Bolles, Ward & Bolles.

Agricultural Committee (Vice Chairmen)—Thor W. Christensen, agricultural engineer, Pacific Gas and Electric Company, and Gus Olson, farmer, Clarksburg, Calif.

Mailliard also named Frank W. Fuller, Jr., director, W. P. Fuller & Co., as Vice-Chairman of the Chamber's Aviation Section.

World Trade Fair Set For JCI In June

A "round-the-world" tour is in store for delegates to the Junior Chamber of Commerce International Congress in June and the "world" will be under a single roof in the City by the Golden Gate.



G. E. Talmage

Thus did George E. Talmage, newly-appointed Chairman of the Chamber's World Trade Fair scheduled for June 24-28, describe one of the major attractions the city has planned for the delegates—the sixth annual international display of products and services in the Palace Hotel.

The Fair has been moved, he said, from its usual month of May into June to coincide with the international gathering of more than a thousand Jaycee men at the Congress, first ever to be held in San Francisco.

Thousands of products and services which the free nations of the world exchange will be on exhibit, Talmage said. It will be sponsored, as always, by the San Francisco Chamber and its World Trade Association, in cooperation with the City and County.

School Issue Arises In Redevelopment Program

In line with its support of the proposed South of Market Redevelopment Plan, the Chamber has requested the Board of Education to "give serious consideration" to the idea of erecting only temporary school structures in the area.

The district under discussion includes 19 blocks within the boundaries of Mission, Brannan, Third and Ninth Streets—an area which the Chamber is urging be redeveloped for much-needed commercial and industrial facilities.

James Q. Brett, chairman of the Chamber's Industrial Development Committee, said, "It is understood that the Board of Education has selected an architect to prepare plans for a permanent type of school building in the area in spite of the redevelopment plans."

"The expenditure of public funds in such a move is inadvisable."

Five reasons having to do with the characteristics of the area and school construction requirements were advanced to the Board by the Chamber Committee.

NEW BUDGET FOR AGED HOME URGED

Declaring San Francisco's Laguna Honda Home for the Aged the first of many important health problems of the aged facing the community which must be solved, the Chamber has asked Mayor Robinson and the Board of Supervisors to approve a proposed 1953-54 budget for the home marking an increase of an estimated \$328,125 over last year's appropriation.

"The city would be spending money to save money by granting additional funds for the Home," said Rodney R. Beard, M.D., chairman of the Chamber's Public Health section which recommended the approval to the organization's board of directors.

He declared that without adequate atten-

tion now to the Laguna Honda Home, the aged would become an increasing problem financially, to the city and the State.

Following extensive study, capped by a five-hour tour of inspection of the Home by an entire sub-committee headed by J. T. Hughes, the Section conferred with Louis H. Blumenthal, chairman of the Community Committee on Problems of the Aging.

Beard and Hughes found many deficiencies in equipment, size of staff and rehabilitation of patients.

They pointed out that the institution furnishes more than half of the total community resources for the care of the aging and chronically ill of San Francisco.

When you gave to...

your contribution helped support the American National



RED CROSS
then the SAN FRANCISCO Chapter

San Francisco who contributed to the UNITED CRUSADE successfully became members of the American National RED CROSS

Those who did not contribute will be given the opportunity to join when the San Francisco Chapter conducts its annual membership drive in residential areas in March.

E-B Day Sponsors Hoped To Reach 700

Local business firms this week were receiving invitations to participate in Education-Business Day, April 10.

More than 700 business persons are expected to visit San Francisco schools on "E-B" Day sponsored by the Chamber in cooperation with the Board of Education.

Ross Buell, chairman of the Chamber's Business-Education Committee, said, "There is no limit on the number of representatives who may attend from any one firm, nor is there any limit on the number of firms who may participate. We ask that San Francisco business leaders put the project at the top of their agenda."

Fox Represents C of C At Western States Council

The Chamber's membership was represented this week at the Annual Conference of the Western States Council by Chamber General Manager G. L. Fox.

The Council, an association of chamber of commerce managers working to advance the business, economic and general welfare of the West, met in Spokane, March 15-17.

Fox presided at the conference's opening session and on Tuesday led a group discussion, titled "The Industrial Possibilities of the West," on Textiles, Chemicals, Plastics and Rubber.



MODERATOR LOUIS B. LUNDBORG (above, left) is shown as he opened last fortnight's RMA general membership meeting; seated, left to right, are RMA President Jerome P. Neubauer, Chamber Vice President Belford Brown, Hale Bros. President Chas. S. Hobbs, City Planning Director Paul Oppermann and Sommer & Kaufmann President Herbert L. Sommer.

PROBLEMS AIRED AT MERCHANTS MEET

San Francisco will always remain the retail center of the vast area of which it is the hub, provided merchants and other citizens continue to tackle with vigor such problems as traffic, transit, parking, and making the city attractive for visitors, according to Dewey Mead, president of the Board of Supervisors.

Mead made the prediction—and the challenge — at the first general membership meeting of the Retail Merchants Association (RMA) of the San Francisco Chamber of Commerce held last fortnight at the Bellevue Hotel. More than 100 retailers gathered at the discussion type meeting.

Mead was one of five city officials on the special panel assembled by RMA officials headed by President Jerome P. Neubauer.

Others were: Jack Eker, Director of Traffic, Police Department; Paul Oppermann, Director, City Planning; James H. Turner, Manager, Public Utilities; and Vining T. Fisher, Manager, Parking Authority.

Louis B. Lundborg, Vice President, Bank of America, N.T. & S.A. was moderator. RMA members of the panel were: Chas. S. Hobbs, President, Hale Bros.; Herbert L. Sommer, President, Sommer & Kaufmann; and Paul R. Mills, President, Clinton Cafeterias.

"Greater understanding of problems between retailers and city officials was realized," according to both Neubauer and Lundborg. They reported parking, traffic, decentralization and night openings were discussed "to everyone's advantage."

What's Going On in COMMITTEE MEETINGS

March 19 — April 2, 1953

(Editor's Note: Chamber members interested in subject matter before Committees are cordially invited to participate. For particulars, call EXbrook 2-1511, Ext. 28.)

Municipal Conference — March 19, 3:30-5 p.m., Room 200, Chamber.

Agenda: Organizing Conference recommendations to Mayor on 1953-54 City-County Budget.

Manufacturing—March 23, 12:15 p.m., Fairmont Hotel.

Agenda: Reports on (1) proposed Safety Fair run by Vocational Department, S. F. Public Schools; (2) textile mill at San Quentin by Sub-committee on Prison Industries; (3) pending State legislation.

Federal Tax Conference — March 25, 12 noon, Franciscan Room, Sir Francis Drake Hotel.

Agenda: Individual tax rates in Federal Tax Program; 1953-54 Federal Budget; Defense and Non-Defense Spending; Analysis of Appropriation Requests; Excess Profits Tax and Corporate Tax Rates.

Mining—March 25, 12:15 p.m., Commercial Club.

Agenda: Consideration of State legislation affecting gold mining industry (anti-dredging bill, industrial insurance bill); further consideration of Chamber's gold monetary policy.

Government Purchasing March 26, 12:15 p.m., English Room, Palace Hotel.

Agenda: Special luncheon meeting with

Canadian Bank Offers Industrial Aids, Data

Practical assistance to San Francisco firms wishing to explore possibilities of establishing new industries in Canada has been offered by the Business Development Department of The Royal Bank of Canada, it was reported this week.

In a communication to Chamber General Manager G. L. Fox, the bank said that "because of the intense interest in matters Canadian among American businessmen today, your members might be interested in knowing about our somewhat unusual services outside the realm of routine banking." Included are lists of desirable plant sites, available premises, factual information on labor, transportation, power and taxes "anywhere in Canada."

Inquiries for full industrial information, Fox said, should be addressed to The Royal Bank of Canada, Business Development Department, Head Office, Montreal, Canada.

Small Business Specialists of military purchasing agencies in Bay Region for consideration of government purchasing as it affects Chamber members (see story, Page 1).

Trade Association Executives — March 30, 12 noon, Solari's Grill.

Agenda: Election of Officers.

Traffic & Highway—April 1, 10:30-12 noon, Room 200, Chamber.

Agenda: Study of State operation of Golden Gate Bridge and Trans-Sierra Highway.

Island Products Display Co-Sponsored By Chamber

Stimulation of trade between the Hawaiian Islands and San Francisco is the reason for the first exhibit of Island handicraft ever to be shown on the Mainland now on display in the lobby of the Matson Building, 215 Market Street, according to J. Howard Patrick, Chairman of the Chamber's Domestic Trade Committee.

Sponsored by the Chamber and the Matson Navigation Company, the exhibit will continue through April 8. Cooperating are the Honolulu Chamber of Commerce and the Government of Hawaii.

Committee Prepares For Junior Grand National

When farm animals parade for judging during the Grand National Junior Livestock Exposition in San Francisco's Cow Palace, March 28 to April 2, there will be some good California beef "on the hoof" put there with the help of the Chamber.

Paul H. Anderson of Wasco, Kern County, has entered the calf which he purchased with the help of the Chamber last year. The Chamber each year "sponsors" one of the winners of the event's calf scramble by contributing \$125 toward the purchase of a farm animal, according to Jesse W. Tapp, Chairman of the Chamber's Agricultural Committee.

Tapp also announced that his Committee will hold its April meeting at the Cow Palace in connection with the Livestock Sales luncheon on April 1.

World Traders In Membership Drive

Young men in the trade, shipping and allied fields are again being offered the opportunity of joining the Chamber's Junior World Trade Association.

The professional world trade group with business and social activities has nominal yearly dues of \$5 and is open to men "to the age of thirty-five," according to James Heinecke of Atkins, Kroll & Co., and Dirk Van Meurs of Otis, McAllister & Co., who are directing a membership drive.

The group's active program includes a monthly meeting with a featured speaker.

The staging of the International Ball—social highlight of World Trade Week in May—is an activity of the group.

S. F. To Be Represented At Packaging Event

San Francisco firms engaged in the packaging industry are expected to make a large contribution to the success of the forthcoming American Management Association's 22nd National Packaging Exposition in Chicago, April 20-23, according to Lewis M. Holland, Manager of the Chamber's Industrial Department.

The four-day show, together with its companion event, the American Management Association's National Packaging Conference, will be the principal feature of Packaging Week, also being observed, April 20-23.

Holland said, "San Francisco firms working in all phases of the industry have kept abreast of new developments, and in many instances have pioneered new means and techniques of packaging. San Francisco's know-how will be represented at the Chicago meet."

C of C Urges 7-Point Highway Program

(Continued from Page 1)

The Chamber's "seven-point" program provides:

1. That the Legislature adopt a mainline system of State highways totaling between 4,224 and 5,000 miles in length.

2. That in considering the mainline system, the Automotive Safety Foundation's "Study System No. 1" be used as a starting point.

3. That expenditures of any additional highway revenues which may be made available be expended exclusively upon the mainline State Highway System until it is constructed or financed.

4. That the California Highway Commission continue to allocate, annually, and the State Division of Highways continue to expend upon the adopted mainline system from current revenues, approximately the same percentage of such revenues as are now expended upon such mainline system—unless the Commission shall find that the expenditure of a portion of such funds in other State highway projects in a given

Hitting the High Spots by Walt Brown

Vice President Belford Brown represented the Chamber at a recent luncheon meeting with Charles S. Thomas, Under-Secretary of the Navy . . . A special film on range reclamation, being produced by the Chamber's Agricultural Committee in cooperation with the U. C. Agri. Ext. Service, will soon be completed . . . The Chamber and the Bd. of State Harbor Commissioners are readying themselves for entertainment of approximately 400 cotton shippers coming to SF, Apr. 9-19 for their annual convention; the two organizations were responsible for the convention's being slated for SF and the opportunity will be used to "sell" the shippers on using this port . . . The Great Golden Fleet of the Chamber took 70 members of the American Chemical Society on a tour of SF Bay last Fri.—another in the group's series of trips designed to acquaint industrial executives with local manufacturing and trade facilities . . . The Motor Car Dealers Ass'n of SF is reviving its traditionally great Automobile Show next week; a handsome display is slated to open Sat. and run through Mar. 29 in Civic Auditorium . . . Richard MacFarlane leaves his position as Public Relations Director, Board of State Harbor Commissioners, Port of S. F. at the end of this wk. to take a special-writ-

ing spot of the SF News—his former employer in the days when he was News shipping editor . . . Chamber officials last wk. lauded announcement by Trans World Airlines of plans for construction of a new \$50,000 ticket office in the heart of SF's retail sales district. Wm. J. Honley, newly-opt'd, dist. sales mgr. for TWA, said the new office will be at 891 Market St. . . . Mark Berke, director, Harold Brunn Institute for Cardiovascular Research at Mt. Zion Hospital, recently announced that two Federal grants totaling \$25,348 have been awarded the Institute and that they will be used for continuation of investigation into cholesterol metabolism, considered one of the chief factors in "hardening of the arteries." . . . Interest in 4-H Club youngsters and Future Farmers of America is one expression of the Chamber's concern for agriculture of this region and so the Agri. Dept. oranges frequent SF tours for the young ranchers & farmers. Most recent was a visit to the Chinese Y.M.C.A.; next comes a tour of the PFE ship, Golden Bear; and on Mar. 31 the Chamber will help entertain 100 4-H Clubbers at a Fmont Hotel party.

Varied Program Slated For U. S. Chamber Meet

The Chamber of Commerce of the United States has promised that its 41st Annual Meeting, to be held April 27-29, in Washington, D. C., will develop "pay dirt news" for the American taxpayer.

According to Arch N. Booth, U. S. Chamber Executive Vice President, the meeting's agenda will highlight the outlook in the fields of taxation, social legislation, foreign policy, government economy and labor relations. It will also "take soundings of spectacular possibilities for private action toward better living for more people," Booth said.

San Francisco Chamber officials this week urged attendance by local U. S. Chamber members.

Tax Conference Planned

(Continued from Page 1)

who will be present to give "first-hand information on the Washington scene," according to Magruder, will be: James L. Madden, chairman, United States Chamber of Commerce Committee on Taxation; George H. Koster, member, Taxation Committee, U. S. Chamber; George Cline Smith, Manager, Finance Department, U. S. Chamber, and J. Kirk Eads, Secretary of the U. S. Chamber's Taxation Committee.

Reservations for the Conference and Luncheon may be made by calling EX 2-4511, Ext. 16.

Board Meets At Presidio

In line with its continuing program of offering the Armed Forces full cooperation, the Chamber's Board of Directors is meeting today at the San Francisco Presidio.

As guests of Lt. General Joseph M. Swing, USA, Commanding General, Sixth Army, the Chamber's governing body will be addressed by Gen. Swing's Chief of Staff, Brig. General William T. Sexton, and Colonel William J. Epes, Sixth Army Comptroller.

area off the mainline system will better serve the traffic needs of that area.

5. That any new revenue shall be subject to the present Northern-Southern allocation.

6. That there be a one-cent-per-gallon increase in motor vehicle fuel taxes and an increase in other highway user taxes which will produce a sum equivalent to a 22 per cent increase in such taxes and which will maintain the present balance between passenger cars and commercial vehicles in respect to proportion of taxes paid.

7. That a comprehensive study of the State's transportation needs be made through proper action of the State Legislature.

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

"Meet S. F. Today" Does Selling Job Executives, Teachers Prepare For Education-Business Day

Salesmen and business executives throughout the city this week hailed the Chamber's new promotional pamphlet, "Meet San Francisco Today" as one of the handiest pieces ever produced for the purpose of selling San Francisco's advantages.

Colorfully printed and folding to a compact wallet size, the piece sets forth sans fanfare and cumbersome detail all of the city's major selling points.

It was evolved under the supervision of Chamber Committeeman Michael J. Hughes and was given primary distribution to 1500 local salesmen at last fortnight's Sales Executives Association giant "sales rally." This was the spearhead of an intensified campaign being conducted now by the

(Continued on page 4, column 1)

Gov. Pyle To Speak At Farm-City Conference

Farm surpluses, toll roads, the produce market and tariffs will be closely examined and discussed by both farm and city leaders April 21 at the Chamber's 1953 Northern California Agriculture-Business Conference to be held in the St. Francis Hotel.

Biggest urban-rural event of the year, the meeting will be highlighted by the appearance of Governor Howard Pyle of Arizona as principal speaker.

The Conference will open at 9:45 a.m. with a round-table discussion to last until luncheon at 12:30—following which Governor Pyle will speak.

Purpose of the gathering is to help solve certain farm problems and to broaden the areas of understanding between San Francisco business executives and agricultural leaders of northern California, according to Jesse W. Tapp, Chairman of the Chamber's sponsoring Agricultural Committee.

The Chamber's Third Annual Education-Business Day, a program aimed at enhancing civic progress through greater understanding between businessman and teacher, will be held a week from tomorrow in virtually all of San Francisco's public schools.

Those still desiring to participate in E-B Day, may make arrangements by telephoning the Chamber, EXbrook 2-4511, Ext. 85.

More than 700 business executives will spend the day in schools throughout the city—taking a "refresher course," as it were, in the fundamentals of public education. The objective of the day, according to E-B Day Chairman Ross Buell, is to bring about a closer acquaintance on the part of San Francisco businessmen with the teachers, their work and their problems. It is the follow-up event to "Business-Education Day" when 3400 teachers visited plants and business offices last November.

Cooperating in the program is the Board of Education. Representing the latter is Fred A. Hanson, a graduate of San Francisco State College and a teacher now at Everett Junior High.

UNETHICAL PROMOTION STOPPED

The Chamber wishes to commend the District Attorney's office for its effective action in ordering the discontinuance of a questionable coupon-book promotion in San Francisco under a name similar to the Chamber's Retail Merchants Association. There was absolutely no connection between the promotion and the RMA, and the Chamber highly disapproves of methods such as were employed.



FINAL PLANS for E-B Day were being completed this week by Chairman Ross Buell (right) and Fred A. Hanson, Board of Education representative.

Chamber Action

of the Past Two Weeks

1. Published new pamphlet, "Meet San Francisco Today" and distributed to thousands of salesmen (P. 1)
2. Scheduled Agriculture-Business Meet (P. 1)
3. Planned Education-Business Day (P. 1)
4. Sponsored Tax Conference (P. 1)
5. Put Highway program before Legislature (P. 3)
6. Advocated State Tax Economy (P. 3)
7. Encouraged local sales to government (P. 3)
8. Arranged promotion of Port to shippers (P. 4)

Tax Meet Points Up Need For Gov't Economy

Members of the San Francisco Chamber last week received new ammunition for their fight to relieve pressure on the nation's economic heart by lowering Federal expenditures and the resultant tax burden.

Eighty San Francisco and Northern California businessmen attending the Chamber's Federal Tax Conference, learned the Federal cash budget can be "over-balanced."

F. B. Magruder, Vice Chairman of the San Francisco Chamber's Tax Section and tax commissioner of the Southern Pacific Company, was chairman of the Conference.

Dr. George Cline Smith, manager of the C. of C. of the United States' finance department, was also present.

(Continued on page 4, column 2)



AT FEDERAL TAX CONFERENCE: left to right, Harlan I. Peyton, Vice President, U. S. Chamber and President, Spokane Chamber; James L. Madden, panel member; S. F. Chamber President J. W. Maillard, III; Dr. George Cline Smith, panel member; and F. B. Magruder, S. F. Chamber Committeeman and Chairman of the Conference.

General Business Activity

Report by the Research Department

February, 1953

TREND

Economic conditions in San Francisco and the Bay Area in February bettered a year ago but there were no startling gains. Employment rose slightly above a year ago to a new February high. Bay Area department store sales kept pace with the State and the Twelfth District with moderate gains. Wholesale trade recorded small gains. Manufacturing industries operated close to the level of a year ago. Activity in the construction industry moved up slightly. Transportation, communications and utilities group also moved up slightly. Finance, insurance and real estate group made the largest gains in employment percentage-wise of any group during February, and for the first two months but the Bay Area bank debits were below last year.

EMPLOYMENT

Bay Area February employment amounted to 1,013,400 according to preliminary estimates, establishing a new February high and surpassing January with 1,010,700 (revised) and February last year with 1,002,800 persons. Employment for the first two months averaged 1% above the like period last year. All industry groups shared in the gain except Government which was off 1%. The Manufacturing industry led all industry groups with 209,300 employed persons followed by the service industry with 204,300 and retail trade was third with 170,000 persons.

TRADE

San Francisco and the Metropolitan Area retail department store sales during February experienced the same increase of 3% as that of Northern California and the State. Employment in the trade field reported at 170,000 was up 1.4% above last year. Employment in the wholesale trade field amounting to 71,300 was up 1.6%. Pacific Coast Wholesalers sales during January were reported 2% above a year ago compared to 1% in the nation.

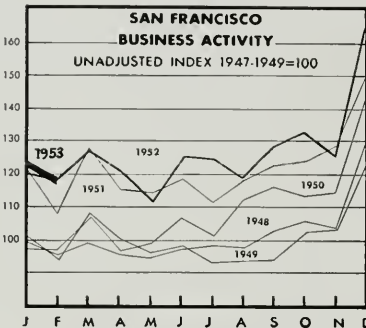
CONSTRUCTION

Contract construction in the Metropolitan Area in February was employing 65,200 persons compared to 64,400 a year ago. February building permits in the 9-County Area provided for 2,400 dwelling units, an increase of 50% over January. San Francisco building permits rose sharply over a year ago. Residential building permits value was up 115% and non-residential permits value 292%.

TRANSPORTATION

The transportation, communications and public utilities group in the Metropolitan Area employed 116,200 persons in February or 1.7% more than last February. There were 38,596 freight car movements in the San Francisco-Oakland switching limits in February compared to 41,434 a year ago. During February there were 393 ship arrivals in the Bay with registered tonnage of 1,854,774 compared to 396 ships with tonnage of 1,869,048 last year. The Port of San Francisco during February handled

395,091 revenue tons; 190,086 were foreign, 28,983 intercoastal, 5,697 coastwise, and the balance inland waterways. San Francisco Airport traffic exceeded a year ago. Inter-city traffic over the Bay Bridge dropped



1.7% below last year but the Golden Gate Bridge traffic rose 8.7%.

FINANCE

Finance, insurance and real estate in-

dustry group in the Bay Area gave activity to 64,300 persons in February, an increase of 2.1% over a year ago, the highest gain in any of the industry groups. Bay Area February bank debits amounting to \$3,666,181,000 reversed the general trend in the Twelfth District and dropped 4.1% from last year compared to District gain of 3%. Bakersfield led California cities with a 28% increase. February trading on the San Francisco Stock Exchange was active with number of shares up 15% over a year ago while market value of \$16,465,400 was practically identical to last year.

UTILITIES

February electrical energy sales in San Francisco were 2.3% above last year and the two months cumulative was up 7%. Commercial and industrial water consumption was 1% above the like period last year.

ACTIVITY INDEX

San Francisco Chamber of Commerce business activity Index in February at 117.3 (1947-49 Avg.=100) cut slightly below last year's at 118.3, but February 1953, had one less business day than February 1952. The first two months averaged 0.8% above a year ago.

BRANCH OF ACTIVITY	FEB. 1953	% FROM 1952	2 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	117.3	-0.8	120.0	0.8
CONSTRUCTION PERMITSTotal Number	643	-9.8	1,344	7.8
Dwelling Units.....Value	4,598,232	40.4	8,606,664	27.8
Residential, New.....Number	2,412,210	115.2	3,047,160	62.9
Dwelling Units.....Number	279	138.5	345	73.4
Single-Family Units, New.....Number	81	-21.4	135	-21.5
Non-Residential, New.....Value	1,296,206	281.9	3,702,148	99.2
Addns., Alterations and Repairs.....Value	871,720	0.0	1,842,356	-39.3
REAL ESTATE—Deeds RecordedNumber	1,462	-7.5	2,971	-2.3
RETAIL DEPARTMENT STORE SALESIndex	99	8.6	98	5.4
FINANCE —Bank Debits.....\$000	2,892,617	-3.8	3,918,191	-2.7
Postal Receipts.....\$	2,127,967	-12.0	4,436,149	-19.8
S. F. Stock Exchange.....Shares Traded	1,651,936	15.3	2,990,743	-27.6
Market Value \$	16,465,409	-0.4	35,384,157	-9.2
COMMERCIAL FAILURESNumber	15	15.4	27	8.0
INDUSTRY TREND—6 Bay Area Counties(p)	1,013,400(p)	1.1	1,012,030	1.0
Mfg. Ave. Weekly Earnings.....Dollars	78.93	4.1	83.32	4.2
Manufacturing—Employment.....Number	209,300(p)	0.2	209,150	0.4
Construction Contract—Employment.....Number	65,200(p)	1.2	64,600	2.1
Finance, Ins. & Real Estate—Employment.....Number	64,300(p)	2.1	64,100	2.2
Retail Trade—Employment.....Number	170,000(p)	1.4	170,600	1.1
Wholesale Trade—Employment.....Number	71,300(p)	1.6	71,200	1.4
Service—Employment.....Number	204,300(p)	1.0	204,350	1.3
Trans. Comm. & Utilities—Employment.....Number	116,200(p)	1.7	115,900	1.8
Mineral Extraction Employment.....Number	17,500(p)	6.7	17,000	3.3
Govt., Fed., State, Local Employment.....Number	93,200(p)	-0.3	93,900	-1.0
PLACEMENTS IN SAN FRANCISCOTotal	1,872	-5.4	3,945	-28.5
TRANSPORTATION —Frt. Car Movements.....Number	13,514	-6.5	27,267	-11.2
S. F. Airport—Planes In and Out.....Index	8,215	12.2	17,840	2.8
Passengers Off and On.....Number	132,030	13.6	270,938	16.0
Air Mail Loaded and Unloaded.....Pounds	2,154,643	-20.3	4,523,105	-17.2
Air Express Loaded and Unloaded.....Pounds	468,882	-2.2	1,006,046	15.4
Air Freight Loaded and Unloaded.....Pounds	2,850,836	-3.2	5,749,494	-1.0
Rail Express Shipments.....Number	102,610	-19.1	209,703	-18.8
PORT OF SAN FRANCISCO—Revenue TonsTotal	395,091	-10.8	910,525	-11.8
Coastwise.....Revenue Tons	5,697	-40.1	17,943	-31.4
Intercoastal.....Revenue Tons	28,983	-24.2	59,131	-35.8
Foreign.....Revenue Tons	190,086	-5.8	453,909	-5.8
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	393	-0.8	817	4.5
UTILITIES —Ind. and Comm. Gas Sales.....Cu. Ft.	1,461,249,800	-9.1	3,096,185,600	-6.3
*Elec. Energy Sales—Kw. hours.....Index	131	2.3	138	7.0
Water Consumption—Comm. and Ind.....Cu. Ft.	156,013,500	0.8	313,399,500	0.8
NEW DEVELOPMENTS —Tourist and Settler.....Inq. No.	935	15.1	1,723	6.2
Bay Bridge Vehicle Crossings.....Number	2,319,147	-1.7	4,759,270	0.6
Golden Gate Bridge Crossings.....Number	841,389	8.7	1,677,950	10.7
FRUITS AND VEGETABLES RECEIPTSCarlots	1,435	-4.4	3,037	2.5
LIVESTOCK SLAUGHTERTotal Number	131,731	0.2	297,169	4.1
*S. F. LIVING COSTS —All Items.....Index	115.6(b)	2.3	114.5(c)	3.7
*RETAIL FOODIndex	112.2	-0.5	113.3	-1.4

*New Series (1947-49 Averages=100) (p) Preliminary; (r) Not all, as some classified by Ind. Group where working; (b) Dec 1952; (c) 1952 currently ave

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Supervisors Pass Chamber-Supported South Of Market Redevelopment Program

The Chamber's continuing efforts to provide land area for urgently needed commercial and industrial building sites were rewarded with victory this week when the San Francisco Board of Supervisors voted unanimously to designate a "redevelopment area south of Market Street."

An area of 19-blocks is involved within the boundaries of Mission, Brannan, Third and Ninth Streets.

Chamber Sends 7-Point Program To Legislature

Calling attention to the urgency of the highway problem in California and San Francisco, the Chamber last week requested support of its Seven-Point 1953 State Highway Financing Program from the San Francisco delegation in the California Legislature. The program was also placed before Governor Earl Warren, Mayor Elmer E. Robinson, members of the Senate and Assembly Transportation and Revenue and Tax Committees, the San Francisco Board of Supervisors, and all Chambers of Commerce in Northern California.

In a letter of transmittal, Chamber President J. W. Mailliard, III, said, "The enactment of highway financing legislation during the 1953 Regular Session of the California Legislature is imperative. . . . The Seven-Point program to improve California's mainline highway system which has been approved by the Chamber, will, we believe, best meet our State's highway needs."

Agricultural Committee Meets At Jr. Exposition

With the Cow Palace tanbark under foot and the colorful banners of the Grand National Junior Livestock Exposition overhead, members of the Chamber's Agricultural Committee held their regular April meeting yesterday in connection with the exposition's Livestock Sales luncheon.

The Committee, headed by Jess W. Tapp, heard further news of Paul H. Anderson of Wasco, Kern County, whose calf—which he purchased with the help of the Chamber last year—is entered in the livestock judging. Another "lucky farm boy" will be sponsored again this year, Tapp said. He is Mario Lommori, of Lyon, Nevada.

Legislature Acting On Chamber-Supported Bill

California's Senate Transportation Committee on Tuesday of this week reported Bill 109 out of committee with a "do pass" recommendation following the Chamber's endorsement of the measure which would make an appropriation for the support of the San Francisco Bay Area Rapid Transit Commission.

The bill would provide \$400,000 to be used with appropriations of \$350,000 by the nine Bay Area counties—San Francisco's share is \$100,000—for studies and surveys necessary to develop a coordinated rapid transit plan for the nine counties. The measure now moves to the Senate Finance Committee.

San Francisco's \$100,000 portion was approved earlier by the Chamber's board.

The matter now moves to the City Planning Commission for study. If the Commission decides redevelopment is feasible, it will select a project area and prepare preliminary plans.

South of Market redevelopment has had the continuing attention of the Chamber's Industrial Development Committee headed by James Q. Brett, according to Chamber General Manager G. L. Fox.

"The decision of the San Francisco Board of Supervisors is due in no small part to the efforts of the Industrial Development Committee of the Chamber and Mr. Brett," Fox said.

Graybiel Will Moderate JC Leadership Sessions

Lloyd Graybiel, former Chamber director and current Chamber representative on the San Francisco Municipal Conference, will moderate the Fourth Annual Leadership Training Program of the San Francisco Junior Chamber of Commerce, according to Jaycee President Philip L. McClure.

The program, set for April 8, 15 and 22, has as its theme, "Your Future Begins Today." Its purpose is to "provide competent advice from men who have proven themselves successful leaders."

Seven prominent speakers will address the three Wednesday sessions which will be held from 5:30-6:30 p.m. at Scottish Rite Auditorium, McClure said.

TRIBUTE PAID TO THE LATE ROBERT SEARLS

The recent passing of Robert McMurray Searls, member of the Chamber's Mining Committee, was memorialized this week in a special Resolution adopted by the Committee. Tribute was paid to Mr. Searls' nurturing work as an authority in mineral resource development, his constructive leadership in the field, and his reputation for being an outstanding American.

Gov't Purchasing Field "Wide Open"

San Francisco business concerns were urged this week by the Chamber to investigate the possibilities at hand in the governmental purchasing field.

Joseph S. Simon, chairman of the small business committee of the Armed Forces Regional Council, observed that in the last six months of 1952, well over \$260,000,000 worth of Armed Forces procurement has been under the jurisdiction of various Bay Area procurement offices.

In commenting on the high amount of government purchasing in this area, James E. Holbrook, chairman of the Chamber's Government Purchasing sub-committee, said, "The business is available, and is important to an even greater expansion of San Francisco's wholesale, manufacturing and industrial development."

Holbrook pointed out the Chamber is currently engaged in bringing San Francisco businessmen and military purchasing agents of the area together in a series of government purchasing meetings.

Two meetings have been held thus far in the series. Fifty San Francisco businessmen and military procurement specialists representing all three branches of the Armed Forces met last week at an informal luncheon convened by the Chamber. The first meeting of the series was held last January with the Air Force.

Chamber Opposes Added California Tax Levies

The San Francisco Chamber has gone on record in opposition to any new State taxes or increase in the present state tax rates for 1953-54 General Fund purposes, according to James E. O'Brien, Chairman of the Public Affairs Committee and F. B. Magruder, Chairman of the Tax Section.

They said the Chamber this week will recommend to the California Legislature that the budget "be kept within the bounds of existing revenue structure and available surplus."

Governor Warren has estimated that, despite a reported \$66,229,000 beginning-of-year surplus (July 1, 1953), there will still be a deficit of approximately \$25 million on June 30, 1954. To meet this deficit, the Administration has recommended a new cigarette tax and increased levies on liquor and horse racing.

Such increases are not necessary in view of the beginning-of-year surplus, according to Magruder. Results of his Committee's study of the matter, with additional figures, are available to interested members at the Chamber, he said.

HAWAIIAN TRIP DATES SET: OCTOBER 3-19

A definite time schedule was established this week for the Chamber's October trade development trip to Hawaii, according to Roy P. Cole, Inter-City Section Chairman.

Cole announced that departure from San Francisco by the Lurline would take place on October 3, with arrival in the islands scheduled for October 8. The Inter-City Section members will leave for the Mainland on the morning of October 19. The

timetable, Cole said, has been established to coordinate both air and ship travel.

An organized tour program now being planned with the Honolulu Chamber of Commerce calls for visits to industry and business establishments of the islands.

Chamber members have been requested to book their reservations with their own travel agents or with Matson direct. The Chamber's delegation will be headquartered at the Royal Hawaiian Hotel.

Chamber, Harbor To Host Six Hundred At Western Cotton Shippers Convention

In one of the greatest single efforts ever made to "sell the Port" to prospective shippers, the San Francisco Chamber in cooperation with the Board of State Harbor Commissioners this week firmed up final plans to host the 1953 convention of the Western Cotton Shippers Association in the City by the Golden Gate, April 9-10.

Close to 600 cotton shippers will be attending, and although the convention carries the word "Western" in its title, industry leaders from all of the nation's cotton growing states will be represented at the meeting. They were invited last year by the Chamber and the Board. The event will mark the first time their convention has ever been held in San Francisco.

Chamber President J. W. Mailliard, III, will deliver an address of welcome to the visitors at their first business meeting on the morning of April 9.

In addition to the two days of business sessions, a full social program has been planned for the group including the annual "Steamship Night," a stag luncheon, a dinner-dance, various receptions, a ladies' tour of the city and luncheon, and harbor cruises.

The Port's facilities will be open for inspection by the cotton shippers during the convention.

Committee Meetings

April 2 — April 16, 1953

Junior World Trade Ass'n—April 2, 12 noon, El Jardin; World Trade—April 2, 2-3 p.m., Rm. 200, Chamber; Foreign Gov't Representatives—April 6, 9:00 a.m., Chamber offices; Inter-City—April 7, 11-2 noon, Rm. 200, Chamber.

Chamber Work "Sells S.F."

(Continued from Page 1)

Chamber to "sell San Francisco" outside the city.

In addition to its use by salesmen calling on their customers in outside areas, the two-color piece is being made good use of by such organizations as the SAN FRANCISCO EXAMINER, Crown-Zellerbach Corp. and the Connor Spring Manufacturing Company.

Other distribution is being made through the off-line agents of some 50 railroads, the San Francisco Consular Corps, the Western Cotton Shippers Association convention, salesmen who were unable to attend the sales rally, and the Committees, Departments and individual members of the Chamber.

J. Howard Patrick, Chairman of the Chamber's Domestic Trade Committee, said, "Orders for the pamphlet are literally flooding the Chamber's Domestic Trade Department. We will make every effort to supply them in the numbers requested, for we feel 'Meet San Francisco' gives straightforward answers to why San Francisco leads the West, and why our city will continue to hold its leadership."

Fox Reports New Officers Of Western States Group

Greater coordination of efforts by Chambers of Commerce throughout the western states will result from the Western States Council's annual meeting at Spokane, according to G. L. Fox, General Manager of the San Francisco Chamber, who attended the sessions last month.

Earl C. Reynolds, Manager of the Boise Chamber, was elected President of the Council, with Fox as First Vice President. Lorin W. Markham of Spokane was chosen to be Second Vice President, and Earl W. Murphy, Secretary of the Idaho State Chamber of Commerce, was elected Secretary-Treasurer and will work closely with Mr. Reynolds in effectuating policies adopted at Spokane in regard to forest development, the mining industry, highway problems and industrial development.

The Council's next session will be held in Salt Lake City in October.

Tax Facts Revealed At Conference

(Continued from Page 1)

partment, said "The potential Federal cash deficit of \$5.1 billion can be cut by \$2.6 billion from foreign aid, and by \$2.2 billion from the \$25.4 billion requested for civilian government agencies by Mr. Truman. Thus the potential cash budget deficit is reduced to about \$0.3 billion. And, this does not take into account cuts which might be made in the military budget with estimates running between \$2 and \$5 billion."

Smith explained that, when speaking of cuts in the budget, it must be decided "which budget is going to be cut"—the administrative budget or the cash budget—and that the tax dollars are collected for the cash budget.

Optimism on balancing the cash budget stems from ex-President Truman's fiscal forecasting practice of estimating expenses too high and revenues too low.

The 1953-54 budget was prepared by Truman but submitted to Congress by President Eisenhower. Indications already point to more revenue than anticipated and less

Hitting The High Spots

By Walt Brown

Talking up S.F. in L.A.: that's what 70 members of the Am. Chemical Society did, last wk., following a "stop-over" in S.F. on their way to their convention in the southern city. A tour of the Bay on the Chamber's "Great Golden Fleet" and other hospitalities apparently impressed chemical industry leaders. . . . Another special booster for S.F. is Chamber member George G. Wagner, pres. of Hilton Lite Corp., who recently exhibited the Hilton automatic cigarette lighter at the Nat'l Ass'n of Tobacco Distributors convention in Atlantic City. Dominating his exhibit was a S.F. cable car; and 12,000 visitors to his booth were given S.F. souvenirs—furnished by his firm. There's real civic spirit for you! . . . Aircraft-parts manufacturing in S.F.—that's what took the Chamber's Charles Anderson (Indus. Dep't Ass't Mgr.) to Los Angeles last wk. to have a look-see at how they do it there. He also represented us at the State Chamber's Industrial Plant Location Comm. meeting. . . . First ship to discharge cargo at S.F.'s EXPANDED Foreign Trade Zone is the P.T.L. ship, AMERICAN TRANSPORT, coming in today from Manila, Hong Kong & Yokohama. The arrival commemorates achievement of the new large capacity of the Zone —a doubling in area. . . . Chamber Gen. Mgr. G. L. Fox was principal speaker at this week's annual dinner meeting of the Willows Chamber of Commerce. Fox spoke on "The Community Challenge of 1953."

expense than predicted, Smith declared.

The meeting—co-sponsored by the San Francisco Chamber and the U. S. Chamber—also revealed four factors which are involved in any program of tax reductions.

James L. Madden, second vice president, Metropolitan Life Insurance Company, declared tax cuts could very well increase the revenue gained by the federal government since more money would be in circulation. The four tax reduction factors enumerated by Madden were: sound debt management; a balanced budget; revamped tax structures; and a watchful eye on the welfare of business.

F. B. Magruder, as chairman of the tax "workshop session," said, "During a 20-year period, taxes in California have increased 18-fold."

The businessmen were welcomed by San Francisco Chamber President J. W. Mailliard, III, and Harlan I. Peyton, vice president of the U. S. Chamber.

The tax conference was a project of the San Francisco Chamber's Tax Section headed by Henry C. Judd.

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Agriculture Meet Here Next Week

Agricultural and business leaders will gather once again at the San Francisco Chamber's round table of discussion when the 1953 Northern California Agriculture-Business Conference opens next Tuesday morning at 9:45 at the St. Francis Hotel.

It will be the fifth event of its kind planned by the Chamber's Agricultural Committee to enhance relations between San Francisco and the important agricultural areas surrounding the Bay Region. More than 80 farm and business leaders are expected at the round table.

Governor Howard Pyle of Arizona will be the principal speaker at a general luncheon to be held at 12:30 p.m. in the hotel's Colonial Room. The title of his address will be "Listen, Neighbor!"

Conference chairman will be Jesse W. Tapp, Chairman of the Agricultural Com-
(Continued on Page 4, Column 3)



Governor Pyle

Mobile Units To Exhibit Items Needed By Navy

James E. Holbrook, Chairman of the Chamber's Government Purchasing Subcommittee, announced this week that a mobile unit of the Bureau of Ordnance, Navy Department, which will be in San Francisco from April 20 through April 23, will afford local manufacturers a first-hand glimpse of items needed by the naval bureau.

Articles to be exhibited are "generally indicative of the types of repetitive items susceptible to production by small business," according to an advance bulletin from the Navy. They will be displayed in a large trailer at the Commerce High School athletic field, Van Ness and Hayes Streets, from 10:00 a.m. to 5:00 p.m. during the four-day period.

Navy personnel will be on hand to explain the various components, methods of placing names on bidders' lists and furnishing of other pertinent data, Holbrook said.

In its program of stimulating business for local manufacturers, the Chamber is cooperating with the Bureau in arrangements for the display. "It is hoped," said Holbrook, "that a large number of our manufacturers will avail themselves of this opportunity to see exactly how their productive services may fit into the nation's defense effort."

Region's Industry Streaks Ahead

Sensational advances in San Francisco and Bay Region industrial development for the first two months of 1953 over the similar period last year were revealed this week in the Chamber's roundup of new plant and expansion commitments for January and February.

While March figures have not as yet been tallied, the quarterly progress for both San Francisco and the entire region is expected, on the basis of the first two months, to be the greatest ever experienced.

New plants and expansions in San Francisco for the two-month period totaled
(Continued on Page 4, Column 1)

Chamber Action

of the Past Two Weeks

1. Arranged Agriculture-Business Meet (P. 1)
2. Held successful Education-Business Meet (P. 1)
3. Participated in Pan-American Day ceremonies (P. 1)
4. Helped arrange exhibit for benefit of local manufacturers (P. 1)
5. Planned insurance industry luncheon (P. 1)
6. "Sold San Francisco" to cotton shippers (P. 2)
7. Co-sponsored safety fair (P. 2)
8. Scheduled six trade trips (P. 3)
9. Investigated contract potentials in Southern California for local manufacturers (P. 3)
10. Aided in program for expansion of industry (P. 3)

Mailliard Addresses Pan-American Audience

Solidarity of the Americas and San Francisco's crucial role in U. S.-Latin America relations were underscored at Pan-American Day ceremonies



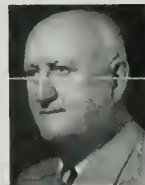
J. W. Mailliard, III

Tuesday featuring Chamber President J. W. Mailliard, III as principal speaker.

Paul A. Bissinger, former Chamber President, was chairman of the proceedings which were held in the rotunda of City Hall. Citing Europe's problems as "infinitely more difficult than ours," Mailliard spoke with optimism of the Western Hemisphere's future. "The fact that we are free and have the power to guide our destinies is our greatest strength, our greatest potential—and carries with it a great responsibility," he told the more than 200 persons gathered for the ceremonies.

Insurance Luncheon Tomorrow At Club

Tribute to the courage and resourcefulness of San Franciscans when the 1906 fire leveled the city, and the insurance industry played an historic role, will be made at a special luncheon to be held tomorrow noon in the Commercial Club. Featured speaker will be Ray Murphy, general counsel, Association of Casualty and Surety Companies, New York, whose talk will be titled:



Ray Murphy

"You're in the Driver's Seat."

Murphy's address is expected to point up ways in which automobile insurance rates are established and means whereby drivers of vehicles may bring about lower premiums.

"Why are premiums so high and how can they be reduced?" are questions expected to be answered.

Sponsors of the luncheon are the Chamber, the Board of Fire Underwriters of the Pacific and the San Francisco Commercial Club. Tickets are \$2.50 each and may be purchased at the door tomorrow at noon.

Chamber President J. W. Mailliard, III, will preside and C. M. Marshall, vice president, Aetna Insurance Group, will introduce Murphy.

As general counsel for the Association of Casualty and Surety Companies, Murphy has long had a leading part in the legal phases of the casualty, fidelity and surety insurance business. He joined the Association in 1938 following a brilliant career in law and public life.

Hundreds Visit Schools In "E-B" Day Program

The Chamber and the Board of Education last Friday completed another successful Education-Business Day program which took 625 business executives of San Francisco to 56 of the city's schools.

"Important advances were made," according to E-B Day Chairman Ross Buell, "in the vital matter of bringing our business and educational elements closer together in common understanding and cooperation." He said that hundreds of responses, both from firm executives and teachers, indicated the day was "extremely worthwhile."

The mass visits were made Friday between 9 a.m. and 1 p.m., to 56 schools including San Francisco City College. Business persons witnessed teachers and students at work in the classrooms and discussed matters of education costs, taxation and teaching techniques during luncheon sessions.

Cotton Shippers Entertained In San Francisco

500 Delegates Shown Around City And Port

More than 500 shippers from every cotton-producing state in the nation ended a two-day convention in San Francisco last Friday amid an "all-out" hospitality program by the San Francisco Chamber of Commerce and the Board of State Harbor Commissioners.

The delegates were members of the Western Cotton Shippers Association whose ranks were swelled by cotton men from as far away as Florida. They were here for their 30th annual convention, for which the Chamber, the Board and the City made personal bids last year.

At a business meeting which capped a two-day program of social events and tours of the city arranged by the Chamber and the Board, the Association's 1953-54 president was elected in the person of C. N. Churchill, Jr., of Phoenix, Arizona. Other officers chosen were: J. L. Hurschler of Pasadena, vice president and T. J. Harvey of Los Angeles, executive vice president and secretary (re-elected).

Chamber President J. W. Mailliard, III, welcomed the delegates at their opening session Thursday morning, April 9, at the Fairmont Hotel. The principal address was delivered by C. C. Smith, vice president, National Bank of Commerce—"Some Factors Influencing the Marketing of the 1953-54 Cotton Crops."

Throughout the two-day period of the convention, the Chamber and the Board of State Harbor Commissioners hosted the shippers on a boat cruise of San Francisco Bay and on visits to the first unit of a new four-unit cotton concentration shed, the



NEW PRESIDENT CONGRATULATED: James H. Baker (left), Acting President of the Chamber's World Trade Association and Port Manager Robert H. Wylie (right) congratulate C. N. Churchill, Jr., of Phoenix, Arizona, on his election to the presidency of the Western Cotton Shippers Association at the group's convention here last week.

Foreign Trade Zone, other waterfront facilities and commercial and industrial facilities.

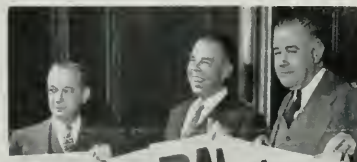
The occasion was one of "selling San Francisco" to hundreds of potential users of the Port.

The delegates were also hosted at a reception Thursday evening by San Francisco's steamship lines; at a luncheon Friday by the Bank of America, N.T. & S.A.; at a special "ladies program" Friday morning by San Francisco's foreign freight forwarders; and at a reception Friday evening honoring the new officers and directors by the Atchison, Topeka & Santa Fe Railway Co., during which entertainment was provided by the East Bay terminals.

The event was climaxed Friday night with an annual banquet and dance with a rangelings cooperated in by the World Trade Association of the San Francisco Chamber.

A. V. Mattingly, staff member of the Board of State Harbor Commissioners, was chairman of the general arrangements committee and Robert H. Langner, Manager of the Chamber's Port Promotion Department, served as vice chairman.

Through the facilities of the Chamber's Publicity Department, the Board and the Chamber cooperated in the production of a specially prepared, colorful program brochure distributed to all the delegates which included scenic views and tourist and business information on San Francisco.



WESTERN COTTON SHIPPERS ASSOCIATION

ALL TOGETHER: Cooperation by the Chamber and Board of State Harbor Commissioners in the cotton shippers' convention even extended to banner-hanging. Here are James Baker (left), T. J. Harvey of the Association (center), and Robert Wylie, lending a hand.

EICHHOLZ AT COMMERCE DEPT MEETING

How the San Francisco Chamber can further aid the Department of Commerce in serving those whose trade benefits the Port of San Francisco is being discussed this week at meetings in Phoenix, Arizona, of the Department of Commerce's West Coast Foreign Trade Group. Representing the Chamber there is Alvin C. Eichholz, Manager, World Trade Department.

Representatives from San Francisco and other Western trade centers will use the three-day conclave, April 15-17, to discuss a varied agenda, including such subjects as the services extended by the Department of Commerce to foreign traders, the use and limitation of controls on trade, overseas investment problems, quotas and tariff modifications and customs simplification.

Chamber Helps Sponsor Student Safety Fair

On-the-job safety in San Francisco's plants will be urged by the Chamber's Manufacturers Committee in its joint sponsorship with other organizations of a "Safety Fair" April 27 through May 1.

Planned to promote "greater concern and interest in shop and on-the-job safety" among the students, the Fair will be held at the John A. O'Connell Vocational High School and Technical Institute, 21st and Harrison Streets. It will feature displays of safety educational materials and equipment by the National Safety Council, the E. D. Bullard Co., The American Optical Company and the Bausch & Lomb Optical Co. During the event, students also will attend sessions of the first annual Safety Congress and exhibit recent work.

Sponsoring the event with the Chamber's Manufacturers Committee are representatives of the National Safety Council, the Labor-Management Committee for Apprenticeship, the American Association of Safety Engineers, the Safety Division of the Department of Industrial Relations, the State Council on Apprenticeship, the State Compensation Insurance Fund, and the San Francisco Unified School District.

ANDERSON TALK TOMORROW

Samuel W. Anderson, Assistant Secretary of Commerce for International Affairs, U. S. Department of Commerce, will address tomorrow's joint meeting of the World Trade Association, Export Managers Association and World Trade Committee—12 noon, Nob Hill Room, Fairmont Hotel. His subject: "United States Foreign Trade Policies and Export Controls." Last-minute reservations may be made by calling EX1brook 2-4511, Ext. 46 or 78. Luncheon price: \$2.25, payable at door.

Six Trade Trips Planned For Year

Three "flying squadron" trips, two extended visits and one goodwill cruise on the Great Golden Fleet will comprise the balance of the Chamber's 1953 trade development tour program, it was announced this week by Roy P. Cole, Chairman of the Inter-City Section.

In a report presented to the Chamber's Board of Directors today, Cole declared the "policy of operation" for the scheduled trips will be to devote as much time as possible to personal talks with businessmen in the areas visited. Reactions will be sought on San Francisco's trade relations and ways explored whereby this city can be of greater service, he said.

The "Flying Squadron" trips—so named because of their shortness and the small, fast-moving character of the delegation—will be made to Lodi on April 22, to Gilroy on May 27 and to Marysville in June.

Two long trips, with larger delegations, will be made to Salt Lake City in mid-September and to Hawaii in October.

The trade development cruise aboard the "Great Golden Fleet" is tentatively set for Sacramento, later in the year.

In all of the visits, the program will be basically the same: San Francisco delegates will participate in morning discussions with leading businessmen of the cities visited; luncheon sessions will be devoted to summary reports of the mornings' group discussions; afternoons will be devoted to calls on executives of leading businesses and industries.

What's Going On in COMMITTEE MEETINGS

April 16 — April 30

(Editor's Note: Chamber members interested in subject matter before Committees are cordially invited to participate. For particulars, call EXbrook 2-4511, Ext. 28.)

Industrial Development—April 17, 12:15 p.m., Commercial Club.

Agenda: Progress Reports from sub-committees on South-of-Market Redevelopment. Removal of temporary war housing.

Manufacturing — April 20, 12 noon, Fairmont Hotel.

Agenda: Discuss Safety Fair in cooperation with the Department of Education.

Retail Merchants Association—April 20, 12 noon, St. Francis Hotel.

Agenda: Traffic and off-street parking.

Mining—April 22, 12 noon, Commercial Club.

Agenda: Discuss testimony and other matters concerning hearing of House Select Committee on Small Business meeting to be held in S. F., April 25.

Chemical Industries—April 27, 12 noon, Fairmont Hotel.

Agenda: Discussion of 1952 and 1953 projects. Building Codes—April 29, 12 noon, Commercial Club.

Agenda: Discussion on organization.

Local Studies Of L. A. Aircraft Work Show Opportunities For Bay Region

Aggressive selling on the part of Bay Region manufacturers may land them sub-contracts with Los Angeles aircraft manufacturers for small but essential parts, it was reported this week by the San Francisco Chamber's Aircraft Sub-contracting Sub-committee.

Chamber Aids Industry Plan For San Mateo Co.

The Bay Region's exceptional industrial progress of recent years will receive even greater stimulus through the formation of a new organization and a special study in San Mateo County devoted exclusively to industrial development in that area, it was announced this week by James Q. Brett, Chairman of the Chamber's Industrial Development Committee.

The organization is the San Mateo County Development Association and the special study, which is now in its finishing stages, is being made by an "Urban Land Institute Industrial Panel," a group of experts from Washington, D. C.

Using data supplied by the San Francisco Chamber and other organizations and individuals as bases for extended studies, the panel is preparing to submit a comprehensive report on action required to fully develop San Mateo County industrially.

"This goal is completely in line with the San Francisco Chamber's continuing interest in furthering industrial progress of the entire Bay Region," Brett said this week.

Substantial aid and encouragement have been given the project by both the Chamber's Industrial and Transportation Departments, Brett said. Both L. M. Holland and Walter A. Rohde, Department Managers, appeared at a special "briefing session" last week in San Mateo at which they submitted relevant information and data to the panel. Prior to that time, their departments in addition to the Research Department had gathered and submitted detailed information to aid in the compilation of a comprehensive "preliminary report" to the panel.

Members of the San Mateo County Development Association who sparked the plan "to reach a balanced economic growth of the area" are chambers of commerce in the county as well as municipalities, the board of supervisors, the school department, industrial firms, individual and improvement clubs.

CHAMBER ON THE AIR

Beginning Saturday, April 18, the Chamber will be allotted two minutes out of a weekly 15-minute broadcast by the Chamber of Commerce of the United States to be aired locally over Station KGO every Saturday at 7:15 p.m.

The national Chamber program, "Voice of Business," going on the entire ABC network, will provide two minutes approximately in the middle of each program for a "cut-in" message by the San Francisco Chamber.

The "Voice of Business" will be a commentary on current news and national issues of interest to businessmen. The local Chamber's message will concern itself with the value of Chamber membership.

The announcement was based on findings of a Chamber staff representative who made an extensive tour of Los Angeles aircraft plants on behalf of San Francisco industry.

Calls were made on Lockheed Aircraft Corporation, Hughes Aircraft Company and other such manufacturers in the southern city by Charles Anderson, Industrial Department Assistant Manager.

"There is work to be had from many southern California plants, if local manufacturers become a little more aggressive in making their capacities known to the aircraft buyers" was the crux of the report brought back.

The Sub-committee this week offered further information to Chamber members desiring to go after this business.

Requests should be telephoned or written to the Chamber's Industrial Department.

The activity is another project of the Sub-committee which was formed last August under chairmanship of Donn C. Sigeron for the purpose of drawing additional aircraft production to San Francisco and the Bay Region.

Bank Officer Describes Far Eastern Situation

Any careful and realistic appraisal of conditions in the Far East would probably result in a conclusion that American foreign traders can expect "about the same" business volume as they are now handling, according to W. J. Gilstrap, vice president and manager of the foreign department of the Wells Fargo Bank and Union Trust Company.

Reporting last week to the Chamber's World Trade Association at a Fairmont Hotel luncheon on a recent extensive trip which he made throughout the Far East, Gilstrap gave the eighty assembled foreign traders a country-by-country analysis of business and economic conditions and the trade outlook for each.

"Japan has made substantial progress," he reported, "but in 1952 experienced the first slight decline in her exports which have been steadily rising since the war's end. The basic problem remains: too many people, too little area with too little resources. Japan must import \$400 million in foodstuffs each year and about 75 per cent of her raw material needs. Whether we like it or not, that nation will have to resume her trade with Communist China—her need for the adjacent raw materials and the traditional markets there are too great."

Gilstrap delivered a "most complete analysis" of the entire Far East, from the world trader's viewpoint, according to Acting World Trade Association President James Baker. The day before, he had outlined his views on the Far Eastern situation more broadly at a press luncheon held at the San Francisco Commercial Club.

Chamber Opposes Legislative Bills

By action of its Board of Directors, the San Francisco Chamber has gone on record in opposition to State legislative bills S.C.A. 21, A.B. 2216, A.B. 2217 and A.B. 254, it was reported this week by Vincent Cullinan, Chairman of the Legislative and National Affairs Section.

S.C.A. 21: This would amend Section 1, Article 1 of the State Constitution, inserting "objectionable language relating to the rights of men." By adding "choice of associates, customers, tenants and employees" to the section which defines man's freedom and rights, the amendment would, according to the Board, make it possible for "the majority race to discriminate legally against persons of other skin color" and other majorities, such as in religion and politics, to discriminate against minorities.

A.B. 2216 and 2217: By imposing certain restrictions, these would hamper or threaten ordinary use by chambers of commerce of funds already allowed them for advertising their counties under a procedure of county tax levies.

A.B. 254: This would provide that employers fully compensate employees serving on juries, without credit except where the jury fee is \$12 or more a day.

This matter, according to the Board, is one that should be worked out between employer and employee groups rather than to be codified. Passage of the bill would be "an extreme step in the direction of shifting the cost of jury duty to business."

S. F. And Bay Region Industry Streaks Head

(Continued from Page 1)

\$5,957,000—more than eight times ahead of the same period last year, when the total was \$675,300. One hundred and two new jobs were created in the city by these developments.

In the Bay Region as a whole, \$128,219,600 was invested—against \$4,942,455 for the same two months last year.

In the Industrial Department's report, it was stressed that these outstanding industrial advances were made largely "to service the consumer market of peace-time economy rather than exclusively in defense work."

Here are cumulative totals for January and February:

San Francisco			
2 New Plants	8	65,000	35 Jobs
8 Expansions		5,892,000	67 Jobs
10 Projects	8	5,957,000	102 Jobs
Bay Region (12 Counties)			
16 New Plants		\$106,768,000	
44 Expansions		21,451,600	
60 Projects		\$128,219,600	
Northern California (48 Counties)			
20 New Plants		\$106,978,000	
54 Expansions		22,499,727	
74 Projects		\$129,477,727	

Hitting the High Spots by Walt Brown

"San Francisco has a very alert and energetic Chamber of Commerce, and it does many things for industry here in addition to selling the climate to shivering skeptics in the East," writes **Chemical And Engineering News** in a recent issue. The editor was commenting on figures furnished by the Indus. Dept. which showed the chemical industry has expanded fourfold in the Bay Region since the war. . . . **Religious Instruction** as the "cornerstone of the deep faith that inspired our founding fathers" was never more important than today, according to Harry A. Bullis of General Mills, Inc., natl. chairman of Sunday School Week now in progress (Apr. 13-19). . . . **Congressman William S. Mailford** writes "thanks" from his Washington, D. C., office for a large aerial photo of S.F. with which the Chamber provided him recently. [This is selling S.F. on the congressional level!]. . . . **Donald Maclean**, pres. of California & Hawaiian Sugar, and Chamber vice pres., recently hosted approx. 30 members of the S.F. Consular Corps in a tour of the C&H refinery at Crockett. The occasion was part of a continuing program of the Chamber's World Trade Dept. to give foreign govt. representatives here first hand knowledge of local business & industry. . . . **John B. Watson**, Chamber Director and pres. of Goodyear Rubber Co. announced recently that his firm has increased its plant facilities by merging with the Alco Rubber Mfg. Corp. of San Leandro. . . . **Arthur M. Arlett**, pres. of the

S.F. Ad Club, congratulated the Chamber recently on its work in behalf of world trade and port promotion. He urged continuing cooperation between the C of C and Ad Club in the matter of building port traffic. . . . **Foreign commercial offers** on the rise: **International Bulletin**, the Chamber's monthly world trade publication, carried 190 separate inquiries in its "World Trade Tips" on business available, April issue—almost double the usual number—lots of activity in the offing! . . . **Rice** is becoming increasingly important to the S.F. Bay Area, local port facilities and the Sacto. Valley, according to James J. Nicholas, gen. mgr. of the Farmers' Rice Growers Cooperative who last wk. announced construction of a multi-million-dollar storage and drying plant in West Sacto. . . . **Dan E. DeLone** is the personable and energetic young man from Sacto. who is now public relations director for the Board of State Harbor Commissioners—succeeding Richard Macfarlane who has returned to the S.F. News. DeLone was P.I.O. for the State Dept. of Veterans' Affairs prior to winning his present post in competitive examinations. . . . **Adolph Kaufmann** of Sommer & Kaufmann rec'd congrats on his 80th birthday recently from Jerome P. Newbauer, pres. of the Chamber's Retail Merchants Assn. . . . **Went info** on "effective design of business forms?" Then plan to attend a talk on that subject to be given at U.C., Berkeley, Apr. 20 by Frank Holm, well-known S.F. business form analyst. Check U.C.'s College of Engineering for particulars.

Domestic Trade Tips

D-7699—Manufacturer's agent in Birmingham, seeks local products to represent there.

D-7700—Surgical instrument rehabilitation and re-plating shop in Nebraska seeks solicitors in Bay Area.

D-7701—Manufacturer of Ice-Shaving Machine which makes confectionery sno-cones, looking for distributor to sell equipment to drug, candy and neighborhood stores.

D-7702—Hawaiian Agents for Scott Paper Company wish to represent manufacturers of paper products other than Scott items.

D-7703—Food Broker in New York looking for coastal food packer and canner of fruits and vegetables of exceptional quality with a two million dollar eastern warehouse capacity contracted for in advance.

D-7704—Man able to finance partnership or take over small established Manufacturer's Agency in drug, food, houseware fields. Contacts already established in eleven western states.

D-7705—Manufacturer's representative needed by Ohio makers of electrical insecticide lamp.

D-7706—New York creator of bone handled bar sets seeks agent to giftware shops in S. F.

D-7707—Manufacturer of electric fly-catcher wishes representation by agents to department and houseware stores.

D-7708—Packaging and distribution facilities for liquids (varnish, wax, cleaners, etc.) available in New England and middle Atlantic States locally. Ship product in drums, packing, labeling, storage is provided on site to your customers in that area.

D-7709—Mid-Western Company seeks industrial hardware, machinery and equipment dealers interested in handling product engineered to reduce production costs of lathe, drill process and milling machine operations.

Agriculture-Business Conference Next Week

(Continued from Page 1)

mittee. William J. Losh is Program Committee Chairman. Major subjects to be discussed during the morning session include:

Tariffs: "How would the 'Trade, Not Aid' program affect agriculture and business? How do farmers and businessmen view Reciprocal Trade Agreements? Does agriculture need protective tariffs?"

Farm Surplus: "How should government dispose of accumulated surplus farm products?"

Toll Roads: "Can toll roads play a part in solving the highway problems of this State? Are they economically sound?"

Produce Market: "Why are farmers demanding a new produce market for San Francisco? What are the obstacles?"

Urban-Rural Relations: "To what extent does San Francisco business and industry depend on farm purchasing power? Is San Francisco maintaining its good relations with the farmers?"

Reservations for the entire conference, or just for the luncheon, may still be secured, according to Tapp, from the Chamber, 333 Pine Street, EXbrook 2-4511, Ext. 85.

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Bay Region Business

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Agriculture and Business



GOVERNOR HOWARD PYLE of Arizona (shown above, left) and Chamber President J. W. Mailliard, III, greeted each other last week as the Chamber's 1953 Agriculture-Business Conference swung into action at the St. Francis Hotel. Governor Pyle, guest of honor at the conference's luncheon session, delivered an important address which cited the need for cooperation between business and agriculture and spotlighted numerous problems facing farmers today.

More than 350 business and farm leaders from northern California attended the conference luncheon, and nearly 100 sat in on the all-morning round-table session — the Chamber's traditional urban-rural event designed to bring San Francisco and the farming areas of northern California into closer understanding.

Topics discussed at the conference included Tariffs, Farm Surplus, Toll Roads, Produce Market, and Urban-Rural Relations.

Mr. Mailliard gave the call to order at the morning session and presided at the luncheon. Conference Chairman was Jesse W. Tapp, Chairman of the Chamber's Agricultural Committee.

Chamber Action

of the Past Two Weeks

1. Successfully opposed FEPC (P. 1)
2. Urged construction of S. F. fireboats in California (P. 1)
3. Sponsored Agriculture-Business Meet (P. 1)
4. Sponsored Navy exhibit for manufacturers (P. 1)
5. Made trade development trip to Lodi (P. 2)
6. Finalized plans for Hawaiian trade development visit (P. 3)
7. Sponsored Congressional bearing on important mining problems (P. 3)
8. Established positions on 11 Legislative matters (P. 3)
9. Completed plans for World Trade Week (P. 4)

Chamber Wins In Fight Against FEPC

The San Francisco Chamber successfully opposed the enactment of Fair Employment Practices legislation which last week failed to obtain the approval of the State Assembly Committee on Governmental Efficiency and Economy. After a three-hour hearing, the Committee voted against bills AB 900—Hawkins and AB 917—Collins, to prohibit the practice of discrimination in employment because of race, religion, color, national origin or ancestry.

Sylvester J. McAtee, attorney at law, representing the San Francisco Chamber, California State Chamber, Federated Employers and Downtown Association, told the Committee of San Francisco's experience with FEPC legislation. "Education, cooperation and conciliation is the answer to eliminating discrimination and not enactment of law since it is impossible to legislate against human prejudices," said McAtee. He told the Committee most employers recognize the problem and cited cases in San Francisco as evidence that great progress is being made by employers to educate the public and employees to eliminate discrimination.

Despite a plea by the author that the legislation is part of both the Democratic and Republican Party platforms, six Democratic members of the Committee voted for the measure and seven Republicans voted against it. Nine votes were needed to obtain Committee approval.

First Quarter Business Rises Above Last Year

The general trend of economic development in the San Francisco Bay Area during the first quarter of 1953 was slightly above the same period last year and a few activities made substantial gains, the Chamber's Research Department reported this week.

Employment in the San Francisco Metropolitan Area attained a new March high of 1,019,800 persons compared to 1,015,400 in February and 1,003,500 in March last year. The first quarter average of 1,015,300 exceeded the first quarter of last year by 1.3%, based on preliminary reports for March. The manufacturing industry group employed 211,400 persons in March, leading all nine industry groups for the month. The service industry group with 205,900 persons followed. Best year-to-year employment gains were made in agriculture and contract construction and amounted to 6.7% and 6.4% respectively; transportation, communications and utilities followed with 3.6%.

(Continued on Page 2)

"Build Boats Here," Chamber Urges

An urgent request from the San Francisco Chamber of Commerce that construction of proposed harbor fireboats be accomplished "in a California shipyard" was sent to the Board of State Harbor Commissioners this week.

J. W. Mailliard, III, Chamber president, said, "It is understood that you propose to call for bids for the construction of one or two fireboats on April 29 . . . and the Board of Directors of the San Francisco Chamber of Commerce urges you to do everything possible to have these constructed in California."

Mailliard declared that over the years the San Francisco Chamber has urged "reasonable allocation" of shipbuilding by the federal government and other agencies to yards on the Pacific Coast—because "continued operation of shipyards in the San Francisco Bay Area and elsewhere in California and on the Pacific Coast is essential to national defense."

"Consistency dictates that similar policies be requested from State authorities."



WELCOMING THE NAVY: James E. Holbrook (right), Chairman of the Chamber's Government Purchasing Sub-committee, last week welcomed the Navy Ordnance Bureau's mobile exhibit of needed items to a four-day stand in San Francisco. He is shown shaking hands with Lt. J. D. Usina, officer in charge of the unit. Above Usina is Lt. Commander L. H. York, Inspector of Naval Material.

Purpose of the exhibit—encouraged by the Chamber for the benefit of members—was to show local manufacturers just what's needed by the Navy Bureau. Many small manufacturers responded to the event—and are now on the Navy's list for possible future contracts.

Lodi Trip Aids S. F. Relations

Twelve members of the Chamber's Inter-City Section returned from a one-day visit to Lodi, April 22, confident that they had enhanced San Francisco's trade relations with businessmen of that city.

Led by Trip Chairman E. A. Breckenfeld, the group of San Francisco business executives comprised a "Flying Squadron" of goodwill ambassadors for the Chamber, according to Roy P. Cole, Inter-City Section Chairman. They spent all morning in conference with Lodi businessmen. Tours to selected industries occupied the afternoon.

Hosts were members of the Lodi Chamber, headed by its president, Kerby Anderson.

"We learned," said Breckenfeld, "that San Francisco is highly regarded by Lodi business persons. Many mutual problems were worked out."

Cole said that results of the visit will be summarized in a special report to members and that those interested in securing copies should contact the Chamber's Domestic Trade Department.

CHAMBER OFFICIALS

A new cargo shipping service from San Francisco was acclaimed last fortnight by San Francisco Chamber officials — that of the Chilean North Pacific Line, whose first vessel, the M. V. ALMAGRO, made its maiden voyage to this port April 22.

Lee L. Larimer, President of the Chamber's Second Century Club and Joseph M. O'Donohue, Membership Department Man-

WELCOME NEW SHIP

ager, represented the Chamber at welcoming ceremonies aboard the ship at Pier 23.

Howard Middleton, vice president of the line's Pacific Coast agent—Funch, Edye & Co., Ltd.—said the ALMAGRO and four sister ships will operate a monthly refrigerator and general cargo service from San Francisco to nine Chilean ports.

The ships were built in the United States for the U. S. Maritime Commission.

Commerce Department Official Tours Zone



ASSISTANT COMMERCE SECRETARY AT FOREIGN TRADE ZONE: Samuel W. Anderson (fourth from left, above). Assistant Secretary of Commerce for International Affairs, was a guest of the Chamber April 17. Following his appearance before the

World Trade Association, he was taken on a tour of the newly-expanded Foreign Trade Zone. Others in the picture, from left to right, are: Rene A. May, Chairman of the Chamber's World Trade Committee; John J. Judge, Regional Director, U. S. Department of Commerce; General Robert H. Wylie, Port Manager; Jeff H. Myers, Port Traffic Manager; and James A. Baker, Acting President of the Chamber's World Trade Association. Host was Foreign Trade Zone Superintendent James Campbell.

Bay Area Economic Development Above Last Year

(Continued from Page 1)

The manufacturing and service group gains were less than 1%. The Government group, including federal, state and local, gave employment to 92,300 persons in March compared to 93,800 a year ago.

Additional facts reported by the Chamber's survey are as follows:

Waterborne Commerce Gains

Registered tonnage of ship arrivals in the San Francisco Bay during March set a new record for the month and was 16.7% above last March. The first quarter total was up 5.4% over last year. If the first quarter trend can be maintained throughout the year, the 1953 San Francisco Bay shipping may attain a new all-time annual high. In contrast to the Bay Area water-borne com-

merce gains, the revenue tonnage of the Port of San Francisco during the first quarter dipped 8.7%; foreign shipments were down 4.4%, and coastal and intercoastal were off about 26%.

Trade Gains Reflect An Early Easter

San Francisco-Oakland Area March department store sales surpassed March last year by 8% and 6% for the first quarter. California and the 12th District sales reported gains of 10% and 7% respectively. Sales of large retail stores in San Francisco during the first two months of 1953, reported by the U. S. Department of Commerce, led last year in all major groups; with food sales up 2%; apparel 1%; furniture 1%; lumber-hardware 2%; and automotive 17%.

March Bay Area Financial Transactions Up

March financial transactions in the San Francisco Bay Area, based on the new bank debits series developed by the Federal Reserve Bank, amounted to \$4.3 billion, an increase of \$250 million or 6.1% over a year ago. The first quarter debits of \$11.7 billion were less than 1% above similar period last year. The 12th District debits of \$15.1 billion in March were 18% above last year and the first quarter total was up 10%. Los Angeles chalked up one of the major gains of the District with 28% for March and 23% for the first quarter. Dun and Bradstreet, Inc., reported 10 commercial failures in San Francisco in March compared to 15 in February and 13 last March.

Contract Construction Pushes Ahead

Contract construction in the Bay Area made substantial gains with 68,000 persons employed in March. This was 4,700 persons

more than in January and 4,100 above last March.

Utilities and Freight Car Movements Up

San Francisco electrical energy sales in March were 6.1% over a year ago, and first quarter sales 4.7% higher. March industrial and commercial water sales in San Francisco were up 4.3% and the first quarter sales rose 1.9%. March freight car movements in the San Francisco-Oakland switching limits were 7% above last March, but first quarter movements were practically identical to last year.

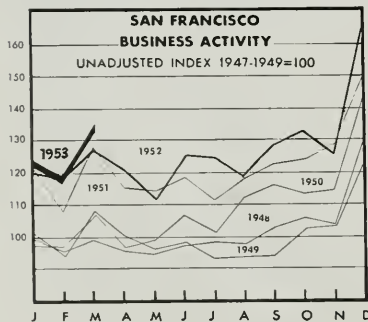
Inter-City and Interstate Traffic Climbing

First quarter traffic on the San Francisco-Oakland Bay Bridge of 7,382,135 vehicle crossings was 1% above last year, and Golden Gate Bridge vehicle crossings of 2,622,110 were up 6.1%. However, March Golden Gate Bridge traffic reversed the year-to-year upward trend for the first time in recent years with crossings 1.2% below a year ago.

Business Activity & Consumer Price Indices

San Francisco Chamber of Commerce Activity Index in March at 134.6 (1947-1949 average=100) was 14.7% above February and 6.2% above March last year. First quarter Index average of 124.8 was up 2.8%.

March Consumer Price Index in San Francisco was 2% above a year ago. The new U. S. Department of Labor Index (1947-1949 average=100) for All Items was 115.5. Food prices were down 2.1% but were 12% above June, 1950 level. Transportation, a new classification, showed the greatest year-to-year gain and amounted to 18.9%; medical care was up 1.5%, but housing was down 1.1%, and apparel 2%.



Sign-Ups Urged For Hawaii Trade Trip

Honolulu Chamber of Commerce directors have confirmed the dates of October 9-14 for a trade development trip to the Islands by the San Francisco Chamber of Commerce, it was reported this week.

Plans for a "thorough and business-filled" visit by a substantial Chamber delegation were in the making this week. George F. Hansen, Chairman of the Hawaiian Affairs Section, said the program will call for trade development conferences with Honolulu businessmen which will cover such subjects as merchandising trends, channels of distribution, San Francisco's "aim of service," and new product opportunities.

Visits will be made to plantations and plants in the Islands.

Chamber members were urged this week to schedule the visit and to contact the Chamber as early as possible for full information.

SEND THIS COUPON FOR ADDITIONAL DATA

Domestic Trade Dept.,
S. F. Chamber of Commerce,
333 Pine Street, San Francisco 4
Please send me full particulars on the
Chamber's coming trade development
trip to Hawaii. I am definitely interested.

Name.....

Firm.....

Address.....

On Record

Your Chamber's Position
In Current Legislative Matters

As a result of recent action by the Board of Directors, the San Francisco Chamber of Commerce is on record in regard to pending State and Federal legislation as follows: (Note: Space does not permit full development of these many issues here; Chamber members interested may write or telephone for full particulars):

Further State or other Certification of Welders (A.B. 2605)—OPPOSED.

Clarification of existing Time-off-for-Voting Law (A.B. 3018 and S.B. 1333)—SUPPORTED.

Hoi Cargo and Secondary Boycott (S.B. 1669, S.B. 1670 and A.B. 2959)—SUPPORTED.

Establishment of Minimum Wage of \$1.25 per hour (A.B. 656 and A.B. 1767)—OPPOSED.

Legislation to Outlaw Closed Shop and to guarantee right of laborer to work (A.B. 2284, 2647 and A.C.A. 43 and 44)—SUPPORTED.

Payment of Wages During Jury Duty (A.B. 254)—OPPOSED.

All provisions in present proposed legislation to control abuses of Unemployment Insurance—SUPPORTED.

Any Liberalization of present Workmen's Compensation Laws as represented by pending bills—OPPOSED.

Establishment of Domestic Service Commission to regulate hours, wages, etc., of female domestic servants (A.B. 1268)—OPPOSED.

Establishment of State Labor Relations Board (S.B. 1382, A.B. 2193, A.B. 2195)—OPPOSED.

Legislation to Prohibit Feather-bedding Practices in printing industry (A.B. 3313)—SUPPORTED.

Chamber Sponsors Congressional Meet For Airing Of Western Mining Matters

Mining leaders from California, Oregon and Nevada gathered in San Francisco last Saturday at a San Francisco Chamber-sponsored hearing before members of the Select Small Business Committee of the House of Representatives. Purpose of the meeting was to air western mining problems before the Congressional group which is committed to study and give aid where possible.

Chamber Urges Action On Temporary War Housing

Reactivation by Mayor Elmer E. Robinson of the Citizens Committee for the Disposition of Temporary War Housing has been urged in a letter to the Mayor from Chamber President J. W. Mailliard, III.

"Because of the availability of additional low-rent housing and the improvement of the housing situation generally," Mr. Mailliard wrote, "it is believed the best interests of the community may be served by the creation of employment resulting from the industrial development of this land which is zoned for industrial purposes."

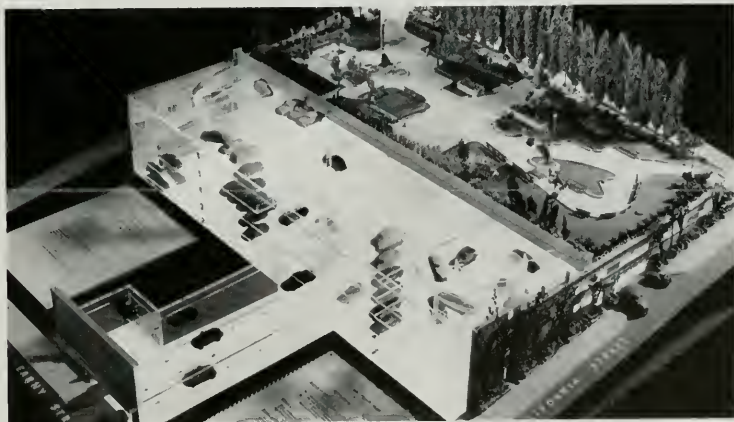
Mr. Mailliard referred in his letter to the Mayor's appointment in 1950 of the committee and early cooperation between the group and the Chamber's Industrial Development Committee. He recognized that efforts were brought to a standstill because of a presidential order—an outgrowth of the Korean situation—but that now is the time to resume action. San Francisco land now occupied by temporary war housing is badly needed, he said, for industrial development.

The hearing was arranged by the Chamber in cooperation with the Portland, Oregon Chamber; the Oregon Mining Association; the Nevada Mining Association, the Mother Lode Mining Association and the Western Mining Council. More than 60 attended the gathering, which was held from 10:00 a.m. to 5:30 p.m. in the Mills Tower Building.

San Francisco Chamber members testifying before the three-man Congressional committee included Phil R. Bradley, Chairman of this organization's Mining Committee; S. H. Williston of the Cordero Mining Co. and Worthen and James Bradley of the Bradley Mining Co. They presented papers, respectively, on "Gold," "What Is Our Mineral Policy?," "Stockpiles and Tariffs" and "Antimony."

Other witnesses representing the cooperating organizations from California, Nevada and Oregon, presented papers on "Manganese," "Taxes," "Public Land Policy," "An Example of Forest Service Policy," "Monetary Policy," "Tungsten," "Chrome," "Quicksilver," and "Lumber and Mining Industry Cooperation."

Bradley reported that many problems of vital concern to the San Francisco and northern California mining industry were brought to the attention of the Congressional group. "We hope," he said, "that this conference will result, eventually, in action which will encourage our western mining industry."



ANOTHER MARK OF PROGRESS: This model of the St. Mary's Square garage now under construction was unveiled last fortnight in the City Hall. The garage, costing \$2,000,000 to construct, will have entrances and exits on Pine, Kearny and California Streets and will accommodate 1,025 cars.

Alan K. Browne and Leonard S. Mosias, Chairmen respectively of the Chamber's Civic Development Committee and Traffic and Highway Section, lauded the project as one answer to San Francisco's parking problem on which the Chamber is constantly

working. Expressions of the Chamber's interest in such problems are continuing work by the Traffic and Highway Section, representation on the Traffic Conference's sub-committee on Parking, and participation in Parking Authority meetings.

Most recent Chamber action relating to the specific problem of garages was the Board's recommendation for construction of a 900-car parking garage between O'Farrell and Ellis Streets.

General contractors for the new St. Mary's Garage are Ilaas & Haynie. John J. Gould is the consulting engineer.



"MEET SAN FRANCISCO TODAY," the title of the Chamber's recent folder which spotlights the City's advantages, is the banner headline of a message being prepared for San Franciscans by the SAN FRANCISCO EXAMINER and currently being displayed (see above) in the newspaper's Third-and-Market window as part of a San Francisco exhibit.

The Chamber folder which launched the EXAMINER'S own promotion of San Francisco's advantages has been requested and supplied to some 20,000 persons to date, according to Michael Hughes, Chamber Committee Chairman in charge of the folder's production. Users of the colorful piece which briefs scores of the city's "selling points" have been: 1200 members of the San Francisco Sales Executives Association, 1,000 associates of the Western Merchandise Mart; 8,000 business persons contacted by the EXAMINER, and hundreds of other business and organization executives.

WHAT'S GOING ON

In Committee Meetings

- World Trade Committee—May 4, 1953, El Jardin, 12 noon.
Agenda: Legislation affecting taxation of Americans abroad and other policy matters.
- Foreign Govt Representatives—May 4, 1953, 11:20 a.m.-5:30 p.m.
Agenda: Trip to Ford Motor Company in Richmond.
- World Trade Association, Executive Committee—May 6, 1953, 12 noon, El Jardin.
Agenda: Program activities and other matters
- Agricultural Committee—May 12, 1953, 12 noon, Fairmont.
Agenda: Discussion of agriculture legislation.

Rate Increases Opposed

The Transportation Department of the Chamber has petitioned the Interstate Commerce Commission to suspend an increase of \$3.93 per car in the switching charges of the State Belt Railroad, to become effective May 1.

In the petition, the Chamber alleges that the increase is unreasonable, and subjects the 135 earload shippers and receivers on the Belt to undue prejudice and disadvantage in relation to their competitors located on other railroads in San Francisco and vicinity.

Trade-Maritime Festival Plans Completed

Final plans to pay honor to two of San Francisco's most important activities—world trade and shipping—are being finalized this week for the celebration May 18 to 24 of the Bay Area's second Golden Gate Trade & Maritime Festival.

The week-long program will include the twenty-seventh local observance of World Trade Week, the Harbor Festival and National Maritime Day. Sponsors of the events are the San Francisco Chamber of Commerce, the Chamber's World Trade Association, the Marine Committee of the Junior Chamber and the Propeller Club (Port of San Francisco), in cooperation with the City and County of San Francisco.

"We're convinced that this year's program—with its continuing objective of emphasizing to our citizens the vital role that

commerce through the Golden Gate plays in their lives—will be more effective than ever, thanks to the close cooperation we have achieved among local sponsors and to our close ties in all Bay Area communities," said Forrest E. Brookman, World Trade Week chairman.

In addition to the Harbor Festival waterfront events on May 22 and 23, a campaign to select a queen to reign over the program, an active panel of speakers who will appear before clubs and on radio and television shows, and a series of special luncheons will be held. Highlight of these will be the annual Maritime Day luncheon on May 22 at the San Francisco Commercial Club, with Robert B. Murray, Jr., Under-Secretary of Commerce for Transportation, as featured speaker.

FIRST QUARTER BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	MARCH 1953	% FROM 1952	3 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITSTotal Number	752	-1.2	2,096	4.4
Residential, New.....Value	5,839,627	87.1	14,442,991	46.2
Dwelling Units.....Number	1,301,331	62.5	4,348,691	62.8
Single-Family Units, New.....Number	79	51.9	214	-4.5
Non-Residential, New.....Value	3,735,325	268.5	7,437,473	159.2
Addns., Alterations and Repairs.....Value	802,771	-38.6	2,645,127	-39.1
REAL ESTATE—Deeds RecordedNumber	1,747	8.4	4,718	1.4
RETAIL DEPARTMENT STORE SALESIndex	107	7.0	101	6.3
FINANCE —Bank Debits.....\$000	3,442,797	7.4	9,223,491	1.0
Postal Receipts.....\$	3,475,091	0.0	7,672,561	0.0
S. F. Stock Exchange.....Shares Traded	2,183,547	48.6	5,174,290	-7.6
Market Value \$	21,633,979	16.0	57,018,136	-1.0
COMMERCIAL FAILURESNumber	10	-23.1	37	-2.6
INDUSTRY TREND—6 Bay Area Counties(9)				
Mfg. Ave. Weekly Earnings.....Dollars	1,019,800(p)	1.6	1,012,300(p)	1.3
Manufacturing.....Employment.....Number	80,03	3.4	79,03	3.9
Construction Contract—Employment.....Number	211,400(p)	0.9	210,000(p)	-1.0
Finance, Ins. & Real Estate—Employment.....Number	67,800(p)	6.4	65,900(p)	3.9
Retail Trade.....Employment.....Number	65,000(p)	2.0	64,500(p)	2.4
Wholesale Trade.....Employment.....Number	169,700(p)	1.8	170,200(p)	1.2
Service.....Employment.....Number	71,800(p)	1.4	71,400(p)	1.4
Trans. Comm. & Utilities—Employment.....Number	205,900(p)	0.7	205,000(p)	1.2
Agriculture Employment.....Number	116,200(p)	3.6	116,000(p)	2.4
Govt., Fed., State, Local Employment(a).....Number	17,600(p)	6.7	17,200(p)	4.9
Other.....Number	92,300(p)	1.6	92,900(p)	-0.9
PLACEMENTS IN SAN FRANCISCOTotal	2,100(p)	-1.5	2,200(p)	-4.3
TRANSPORTATION Frt. Car Movements.....Number	1,967	-25.3	5,912	-27.5
PORT OF SAN FRANCISCO —Revenue Tons.....Total	17,142	6.9	44,409	0.7
Coastwise.....Revenue Tons	475,138	-3.3	1,885,663	-8.7
Intercoastal.....Revenue Tons	11,552	-15.1	29,495	-25.7
Foreign.....Revenue Tons	41,802	-7.9	100,933	-26.6
CARGO VESSELS (S. F. Bay) —Arrivals.....Number	218,439	-1.4	672,348	-4.4
Millions of Registered Tons.....Total	451	8.7	1,197	3.9
UTILITIES —Ind. and Comm. Gas Sales.....Cu. Ft.	2.1	16.7	5.6	3.4
*Elec. Energy Sales—k.w. hours.....Index	1,464,151,690	6.1	4,560,337,000	-2.8
Water Consumption—Comm. and Ind.....Cu. Ft.	130	1.6	135	4.7
NEW DEVELOPMENTS —Tourist and Settler.....Inq. No.	153,795,000	4.3	469,194,500	1.9
Bay Bridge Vehicle Crossings.....Number	1,316	44.2	3,039	20.2
Golden Gate Bridge Crossings.....Number	2,622,865	1.4	7,382,135	0.9
FRUITS AND VEGETABLES RECEIPTSCarlots	944,160	-1.2	2,622,110	6.1
LIVESTOCK SLAUGHTERTotal Number	1,607	3.5	4,644	2.9
*S. F. LIVING COSTS All Items.....Index	176,389	25.3	473,558	11.1
*RETAIL FOODIndex	115.5	2.2	0	0.0
	112.6	-2.1	113.0	-1.6

*New Series (1947-49 Average=100) (p) Preliminary

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

TRIBUTE PAID TO WORLD TRADE

Policy Statement On Trade Released

A "strong and vigorous" restatement of its basic policies to foster the greater exchange of goods and services among nations was made public this week by the San Francisco Chamber of Commerce.

Copies of the declaration are soon to be mailed to all Chamber members.

According to Rene A. May, Chairman of the Chamber's World Trade Committee—which, together with the Chamber's World Trade Association, prepared the policy declaration after over a year's study—the new statement supersedes and strengthens the Chamber's original position published in wartime 1944.

"In the light of today's conditions, and the obvious need to increase the trade of the free world, strong leadership and well-informed public opinion are vital," May said. "Our group is proud to have had a part in developing this statement, and to acknowledge with thanks the efforts of the Chamber's staff and directors in its preparation."

May noted in making public the declaration (Continued on Page 8)

Chamber Takes Issue With Legislation For Anti-Trust Violations

Increasing ten-fold the penalties of Anti-Trust Act violation, while the Act is still in a nebulous state of interpretation, was strongly objected to this week by the San Francisco Chamber.

In letters to William Langer, chairman of the Senate Committee on Judiciary and all members of his committee, Chamber President J. W. Mailliard, III protested H. R. 2237 which would increase criminal penalties under the Act from \$5,000 to \$50,000 per count.

(The proposed legislation was passed May 5 by the House of Representatives. Mailliard's letters urged opposition to the bill by the Senate committee.)

"The confusion, ambiguity and reexamination which have attended the interpretation and administration of anti-trust laws . . . have been notorious," Mailliard wrote in behalf of the Chamber's Board.

He called attention to the fact that many bills and resolutions are pending asking for Congressional study "of the tremendously important and difficult field" of anti-trust law.

Such studies should be conducted, he inferred, before any bill increasing fines for violations is passed.

Chamber, Other Organizations Join In Golden Gate Trade & Maritime Festival

In a spirit of area-wide cooperation, the communities bordering on the "world's finest harbor" next week will pay tribute to the San Francisco Bay Area's golden flow of world commerce.

Under the banner "Golden Gate Trade and Maritime Festival," public attention will be focused on the ships, ports, men and cargoes which have built the Bay into the West's leading world trade center.

And coinciding with the start of the week-long Festival program, May 18 to



"MISS GOLDEN GATE," alias Donna Rae Jack, Bank of California employee selected to reign over the week's festivities, is shown above with Forrest Brookman (left), chairman of the Chamber's World Trade Week portion of the event; Donald Watson (second from left), honorary chairman of the Propeller Club's and Junior Chamber's Maritime Day, and Robert H. Wylie, Port Manager.

24, the San Francisco Chamber of Commerce—one of the prime program sponsors—announced the issuance of its "basic world trade policy declaration." This is a statement of principles and recommendations gleaned from the experiences of its trading members and designed to promote further the trade prosperity of the nation and San Francisco. (See column 1.)

Emphasis of both the Festival program and the policy declaration is to direct public attention to the importance of world commerce, its effect on national

Amendments To T-H Act Supported By Chamber

The Chamber last week joined the National Association of Manufacturers, the Chamber of Commerce of the United States, the California State Chamber and other employer groups in urging support of amendments to the Taft-Hartley Act which will:

- (1) make the General Counsel's office entirely independent of the Board and make him responsible to the President;
- (2) enable employers to discharge communists where union shops exist;
- (3) enable an immediate decision by the National Labor Relations Board on whether an employer is in interstate commerce and hence under the jurisdiction of the Act; and
- (4) place restraints upon monopolistic powers and activities of unions.

The Chamber's Board of Directors approved support of the amendments by request of the Manufacturers Committee headed by John B. Watson.

and local activities, the ways in which it can be expanded—and the vital reasons why such expansion must take place.

Sponsoring the World Trade Week part of the three-phase program is the San Francisco Chamber of Commerce and the Chamber's World Trade Association. The (Continued on Page 8)

Chamber Action

of the Past Two Weeks

1. Completed new World Trade Policy Declaration (P. 1)
2. Requested Senate Committee to oppose bill to increase Anti-trust Act penalties (P. 1)
3. Completed plans for world trade observance (Ps. 1, 5, 6)
4. Urged amendments to Taft-Hartley Act (P. 1)
5. Scheduled two new trade development trips (P. 2)
6. Published new industrial studies (P. 7)
7. Brought new items for manufacturing into Bay Area (P. 7)
8. Aided in centralizing G.S.A. purchasing in S. F. (P. 7)
9. Planned trade development trip to Hawaii (P. 2)

BUSINESS IN ISLANDS—HAWAII CALLS!

"You've got business in Hawaii!"

That's the theme of the Chamber's first trade development trip to Hawaii in five years, now definitely set for October 8-19.

A concerted effort is being made to secure as large a delegation as possible, according to Hawaiian Affairs Section Chairman George F. Hansen, who said this week that the trip is one of the most important domestic trade events in many years.

"There's plenty of business in Hawaii for San Francisco," Hansen declared, "and we want the businessmen of the Islands to know that we're able to take care of their needs and to give them top-notch service."

The Chamber delegation—hoped to be in excess of 50 members—will spend the 11 days in conferences with Hawaiian businessmen who buy San Francisco products, discussions of problems common to Hawaii and San Francisco, trips to pineapple canneries and other industries, personal busi-

ness contacts, and tours of scenic island points.

"The big objective," Hansen said, "is to encourage Hawaiian businessmen to look to San Francisco to a greater extent when placing their orders."

Transportation will be arranged on both the Lurline and on Pan American Airways and United Air Lines planes. Passage may be split: one way by sea, one by air. Costs will be between \$543 and \$680 depending on choices, and these figures will include



LURLINE entering the harbor at Honolulu

October 9: Business conferences; luncheon with Honolulu Chamber Board of Directors; speeches by civic and government officials.

October 10: Mount Tantalus tour; lunch in Moana Hotel; participation in "Hawaii Calls" radio program.

October 11: Free.

October 12: Business calls, tours of sugar and pineapple plants and plantations.

October 13: Pearl Harbor tour, visits to selected firms.

October 14: Assigned visits and personal calls; summary conference; evening cocktail party.

October 15-18: Four-day tour of Hawaii, Maui and Kauai if desired, individual island tours, or free time.

October 19: Leave Honolulu via ship or plane (planes arrive in San Francisco same day).

October 24: Lurline arrives in San Francisco.

Reservations for the trip should be made with the Chamber, 333 Pine Street, as early as possible, Hansen said.



World famous Diamond Head, as seen from Waikiki Beach

transportation, hotel accommodations, meals and complete participation in the Chamber program on the islands.

Hosts will be the Honolulu Chamber of Commerce. The program is as follows:

October 3: Lurline sails from San Francisco.

October 7: Pan American and United flights leave San Francisco.

October 8: Arrival in Honolulu; checking in at Royal Hawaiian Hotel; evening cocktail party.



Onomea sugar plantation on the Hamakua coast, Island of Hawaii

Industry 7 Times Greater Than '52

The San Francisco Bay Region emerged this month as possibly the fastest growing industrial area in the entire nation.

Figures showing that this region experienced industrial development nearly seven times greater in the first quarter of 1953 than in the same period last year pointed to the likelihood that this is the most sensational industrial growth area in the entire country up to this point in the year.

G. L. Fox, Chamber General Manager, said no report received by the Industrial Department from any other industrial area in the nation showed such record-breaking gains in the three-month period.

A total of \$155,447,000 was committed to the building of new plants and expansions of existing industry in the 12-county region, according to L. M. Holland, Industrial Department Manager. This, he pointed out, was almost seven times the 1952 total of \$22,545,955 for the same period.

San Francisco, he said, played a significant part in this development with a total of \$7,152,000 for the period.

For March alone, 47 projects in the Bay Region brought commitments of \$27,227,400; five projects in San Francisco brought \$1,195,000 and 340 new jobs.

Fox and Holland agreed that "the grati-

Santa Rosa Chamber Of Commerce To Host San Francisco Chamber Delegation

Executives of the Santa Rosa Chamber of Commerce and leading businessmen of the Sonoma Valley area will be hosts June 4 to a representative delegation of Officers, Directors and Committeemen of the San Francisco Chamber, it was announced this week by President J. W. Mailliard, III.

"Our successful 'Coastal Days' event last fall inspired our friends in Santa Rosa to return the hospitality shown by you businessmen," Mailliard said in a letter which went this week to the Board of Directors and to Committee Chairmen and Vice Chairmen of "Coastal Days in San Francisco." He reported that Santa Rosans are "anxious to point out the salient features of their area in addition to becoming better acquainted with us."

The San Francisco group will travel to Santa Rosa by bus, arriving in the city with a police escort. Luncheon will be served at the Santa Rosa Golf and Country Club.

Tours by private cars of Santa Rosa's industrial establishments and sites will highlight the afternoon's program. Cocktails and dinner will be served at night in the Santa Rosa Hotel.

"We are highly appreciative of this fine gesture on the part of Santa Rosa business leaders, and look forward to enjoying their fine hospitality," Mailliard said this week.

fying decision of many large companies to move their West Coast headquarters to this region is an indication of even more growth to come."

Here are cumulative totals for the first quarter of 1953:

San Francisco			
2 New Plants	\$ 65,000	35 Jobs	
13 Expansions	7,087,000	407 Jobs	
15 Projects	\$ 7,152,000	442 Jobs	
Bay Region (12 Counties)			
30 New Plants	\$116,623,400		
77 Expansions	38,823,600		
107 Projects	\$155,447,000		
Northern California (48 Counties)			
35 New Plants	\$116,983,400		
91 Expansions	42,651,727		
126 Projects	\$159,635,127		

Trade Trip To Gilroy

A "flying squadron" goodwill visit to Gilroy May 27 is next in the Chamber's program of trade development events. The visit will include discussions with leading Gilroy businessmen and individual business contacts.

James P. Lang will be Trip Chairman.



SAN FRANCISCO CHAMBER OF COMMERCE

International Bulletin

AND

WORLD TRADE TIPS

GOLDEN GATE TRADE AND MARITIME FESTIVAL

This week San Francisco honors the ships and the trade which have made her the leading world port of the West—and the men and women who supply the myriad services necessary to such a great trading center.

Celebrating its second anniversary, the "Golden Gate Trade and Maritime Festival" is a consolidation of three local programs long observed in San Francisco: National Maritime Day, World Trade Week and Harbor Day. Since ships and their cargoes—world trade—are inseparable, and ports and harbors are essential to them both, it was felt the celebrations paying tribute to these industries should be united.

The occasion offers a unique opportunity for the busi-

nessman, housewife or student to visit the harbor and inspect ships and facilities and to hear expert speakers comment on the issues facing our national and local trade expansion. The extensive program which is outlined below is designed for your convenience with the hope that you will take advantage of the chance to watch some of the events and visit the displays and "open houses."

By drawing attention to San Francisco as a leading trade center, as a key communication point and shipping, insurance and financial headquarters, the sponsors of the Festival program believe that our trade horizons can be further expanded and our people benefit even more from the "Gold Through the Golden Gate."

PROGRAM OF EVENTS

MONDAY, MAY 18

12 Noon—Annual World Trade Week Luncheon, Gold Room, Fairmont Hotel, honoring the San Francisco Consular Corps and welcoming the *MS California*, new Johnson Line vessel on maiden voyage to Pacific Coast. Presentation to Captain F. Ranke by Marine Committee of the Junior Chamber, address by J. W. Mailliard, III, President, San Francisco Chamber of Commerce, "California's International Trade Role." Luncheon, \$2.75, tickets available from the Chamber. Sponsors: San Francisco Chamber of Commerce, Swedish Chamber of Commerce of the United States, World Trade Association.

TUESDAY, MAY 19

12 Noon—Luncheon aboard the *MS California* by Captain F. Ranke for City and business officials.

WEDNESDAY, MAY 20

12 Noon—Luncheon on the *SS Golden Bear*, training ship of the California Maritime Academy, at which she will receive award as Guest Ship of San Francisco Harbor.

THURSDAY, MAY 21

12 Noon—Special World Trade Week Program—Shrine Luncheon Club, Palace Hotel.

FRIDAY, MAY 22—NATIONAL MARITIME DAY

10:00 A. M.—Traditional National Maritime Day Memorial Ceremonies honoring merchant marine seamen from the center span of the Golden Gate Bridge.

12 Noon—National Maritime Day Luncheon at the Commercial Club. Speaker: Robert B. Murray, Undersecretary of Commerce for Transportation Subject: "A New Look at Maritime Policy." Tickets, \$2.50, available from the Commercial Club or the Junior Chamber of Commerce. Sponsored by the Club, the Junior Chamber and the Propeller Club.

3:00 P. M.—Ceremonies on the National Maritime Day "Theme Ship"—the first American dry cargo flagship to enter the Golden Gate on May 22.

5:00 P. M.—Reception honoring Robert B. Murray, at the St. Francis Yacht Club.

6:00 P. M.—"What's Your Opinion?", television program on channel 5, KPIX, featuring a panel discussion on the Bay Area's world trade future.

9:00 P. M.—Merchant Seamen's Ball at the Embarcadero Y.M.C.A.

SATURDAY, MAY 23

11:00 A. M. to 5:00 P. M.—Aqua Fair at Aquatic Park—Open to the public without charge. Races, waterskiing, rowing, Coast Guard Air-Sea Rescue demonstration.

9:00 P. M. to 1:00 A. M.—Annual International Ball honoring the San Francisco Consular Corps and students from abroad studying in the Bay Area, Gold and Concert Rooms, Palace Hotel.

SATURDAY AND SUNDAY, MAY 23 AND 24

All Events Open to the Public Without Charge

11:00 A. M. to 5:00 P. M.

- Harbor boat tours, leaving from Pier 16.
- Waterfront tours along the Embarcadero, free buses operating every ten minutes between Mission Rock Terminal and the Maritime Museum (foot of Polk Street), with pickup points along the Embarcadero.
- Open House on *SS Golden Bear*, California Maritime Academy training ship, at Pier 45.
- Open House on merchant vessels (to be announced).
- Open House on troop ship and cargo vessel of the Military Sea Transportation Service and on Navy destroyer-escort at Pier 16.
- Exhibits at the Ferry Building, including electronic and navigational equipment, narcotics displays by Customs Service, movies, exhibit of maritime photography, and topographical map of California (soon to be moved).
- Open House at the Maritime Museum, foot of Polk Street.
- Marine Terminals stevedoring exhibit at Pier 39.

SUNDAY, MAY 24

1:30 P. M.—Harbor Festival Parade, starting at China Basin, north along Embarcadero to Fisherman's Wharf, passes reviewing stand between Piers 27 and 29. Will contain 50 units, including floats, bands and marching units.

All Day—Golden Gate Sailing Regatta on the Bay.

Visit Your Port And See How "Trade Aids You"!

During The G. G. Trade and Maritime Festival, as all the year around, **TRADE TIPS** mean new business!

736—Process for the manufacture in the U. S. of new

TWO SPECIAL LUNCHEONS HIGHLIGHT FESTIVITIES

Annual World Trade Luncheon

Gold Room, Fairmont Hotel

12 Noon — Monday, May 18

Honoring San Francisco's Consular Corps and Welcoming MS California, new Johnson Line motorship on maiden voyage to Pacific Coast from Sweden.

Speaker: J. W. MAILLIARD, III, President, San Francisco Chamber of Commerce

"California's International Trade Role"

Presentation of photo mural of San Francisco for the vessel to Captain F. Ranke by Robert Buell, Marine Committee chairman of the San Francisco Junior Chamber of Commerce.

Tickets, \$2.75 — available from the Chamber, 333 Pine St., EXbrook 2-4511

Sponsored by the San Francisco Chamber of Commerce, the Swedish Chamber of Commerce of the United States and the World Trade Association.

National Maritime Day Luncheon

San Francisco Commercial Club

12 Noon — Friday, May 22

Speaker: ROBERT B. MURRAY, Undersecretary of Commerce for Transportation—Top Government Civilian Shipping Official

"A New Look at Maritime Policy"

"Miss Golden Gate" (Donna Rae Jack) will be on band to welcome you at both events!

A SALUTE TO AMERICA'S MERCHANT MARINE AND TO THE MEN WHO SAIL HER VESSELS

Tickets, \$2.50 — available from the Commercial Club (EX 2-5332) or the Junior Chamber of Commerce (EXbrook 2-4511)

Co-Sponsored by: Propeller Club, Port of San Francisco; Marine Committee, San Francisco Junior Chamber of Commerce; San Francisco Commercial Club.

type of machine vise, known by the trade-name "Polyp," offered by Lintner, Spatzek & Co., Maschinenbau G.m.b.H., Siebenbrunneng 58, Vienna 5, AUSTRIA.

737—Lusters and chandeliers offered by Antonio Wulz & Co., Spiegelgasse 19, Vienna 1, AUSTRIA.

741—Genuine Tyrolean cabinets and furniture, modern and period-style offered by Josef Reibtsch, Erling, Tyrol, AUSTRIA.

739—Art candles, including candles for special occasions offered by Max Kabasser, Seegraben bei Leoben, Styria, AUSTRIA.

740—Sports umbrellas, old fashioned and modern in silver and aluminum offered by M. Peschke, vorm. A. Schenk, Liebhartsgrasse 10, Vienna 16, AUSTRIA.

741—New files with slits and interchangeable blades offered by Adolf Schaezelschlo, Rotenbuehse 59, Vienna 10, AUSTRIA.

742—New tool to facilitate the changing of wheels on both light and heavy vehicles offered by Robert Fleischanderl, Waldhofen/Ybbs, Lower AUSTRIA.

743—Non-destructive ultrasonic device for materials testing offered by Laboratorium Strauss Ges.m.b.H., Neustiftgasse 26, Vienna 7, AUSTRIA.

744—Accordions offered by Franz Lubas K. G. St. Veiterstrasse 58, Klagenfurt, Carinthia, AUSTRIA.

745—New all-purpose stapler, including a corrosion-resistant model to lure American dealers for nationwide distribution offered by Heinrich Sachs, Untere Weissgerberstr. 37, Vienna 3, AUSTRIA.

746—New precision method and apparatus for the reduction and enlargement of shoe patterns offered by Hans Kellner Gradlitz, Nadergasse 21, Vienna 19, AUSTRIA.

747—New safe and simple surgical instrument for removal of plaster casts offered by Roelax-Ing. Fritz Faltmann, Elbstrasse 1, Vienna 1, AUSTRIA.

748—Anti-corrosion wrapping paper offered by Weissbahn K. G. Eggenberg 10, Graz, Styria, AUSTRIA.

749—"Dulcitra" silver-plated, nickel-plated and chromium-plated metal goods offered by Argenter-Werke Rust & Hetzel Ges.m.b.H., Kaiserstrasse 83, Vienna 7, AUSTRIA.

750—Glass mantles offered by Luxor Seidenleuchtkörper G.m.b.H., Fleischmarkt 1, Vienna 1, AUSTRIA.

751—Fine cooking ranges for use with electricity, bottled gas or manufactured gas offered by Jos. Schaller, Rotenbuehse 21, Vienna 2, AUSTRIA.

752—Family assembled modern furniture offered by Borganauer Holzindustrie P. J. Polasek & Co., o.H.G., Oberhurgau, Post Unterach/Attersee, UPPER AUSTRIA.

753—Fine china tableware offered by Emanuel Steinberger, Salesianergasse 4-5, Vienna 3, AUSTRIA.

754—Chinese fine art carved copperwood furniture offered by United Trading Corporation, 608 National Bank Building, Ice House Street, HONG KONG.

EXPORT IMPORT
755—Manufacturers' representatives, importers, exporters and general merchants wish to contact suppliers or importers of building materials, hardware and hardware, Sin Tian Seng & Company, 43, Jalan Besar, SINGAPORE 8.

756—Exporters, importers, and general agents wish to contact suppliers or importers of machinery and motors, hardware, jewelry, cosmetics, toys, novelties and kitchenware. International Trading, Badredine Ramzi, P. O. Box 798, Aleppo, SYRIA.

757—Japanese firm interested in agricultural machinery, equipment and implements and machinery for

cottage industry for import and export, Ce Co. Co., Chujo Boeki Goshi Kaisha, P. O. Box 8, Ibaraki City, Osaka-tu, JAPAN. Descriptive sheets on file.

758—Raw materials to make metallic core plastics wanted; watch bands, cotton gloves, rattanware, seagrass products, firecrackers, bambooware, etc., offered by Oriental Trading (H. K. Co., 451), Hong Kong Hotel Building, G.P.O. Box No 2478, HONG KONG.

759—General merchandise wanted; Nigerian products including cow bones, tusk of the elephant, ginger, chilies and pepper offered by O G O Oluwa Traco, c/o G. A. Bajomo, P. O. Box 7, Abokkuta, NIGERIA.

REPRESENTATIONS
760—Hong Kong firm wishes to contact importers or commission merchants in U. S. for sale of hand embroidered articles, Kwong Shing Cheong Co., 109, Colne Road, P. O. Box 668, HONG KONG.

761—Australian firm interested in appointing agent in San Francisco for the distribution of men's all-wool robes, E. E. Joyce, Managing Director, Exclusive Manufacturing Co., Ltd., Adelaide, AUSTRALIA. Mr. Joyce will be in San Francisco, June 2 and 3 and correspondence for him should be directed to the office of the Australian Government Trade Commissioner, 206 Sansome Street, San Francisco 4.

762—Uruguayan firm wishes to represent California exporter of dry fruits, including prunes, raisins, and walnuts; also fish and other canned goods, Jose Delli, Repreco Representaciones Comerciales, Colonia 1171, Montevideo, URUGUAY.

763—Italian firm dealing in thermal insulations and fireproofing materials seeks reliable agent, Luigi Bonino, Via Lucarelli 47, Genova, ITALY.

764—German firm engaged in the production of glass apparatus for laboratories and for the dairy industry wishes to contact representative who would be interested in the same and offers catalogues and price lists, Gunther Ehle, Glasinstrumentenfabrik, Limburg, Lahm, GERMANY.

765—Swedish firm wishes to represent packer of dried fruit, Elis Holmer, Berzelijagatan 16, Goteborg, SWEDEN.

766—British firm wishes to appoint sub-agents in the United States for sale of British manufactured portable pumps, J. C. Gilbert Ltd., Columbia House, Aldwych, London, W.C. 2, ENGLAND. Prefers agents specializing in agricultural machinery.

767—Italian firm wishes to appoint exclusive representative for California or the sale of sheep and kid pelts prepared and tanned exclusively for the manufacture of gloves, Compagnia Italiana Pelli, C.so Vercelli, 1-3, Milano, ITALY.

768—Cuban firm wishes to represent San Francisco exporter of beans and onions, Murias & Murias, P. O. Box 2332, Amargura 103, Habana, CUBA.

769—Costa Rican firm wishes to represent San Francisco exporter of fresh and canned fruit, especially grapes and apples; also sardines, mollusks and fish, Representaciones Vallutti & Co., Ltda., Apartado 3665, San Jose, COSTA RICA.

770—German agent wishes to act as buyer in Germany on behalf of American firms, Johannes Selle, Felderstrasse 20 c/o Pnck, Sollingen, GERMANY.

771—Indian, commissioned agents wish to represent American exporters of cotton, woolen, silk and art silk piece goods, blankets, rugs, umbrella parts, drugs, hosiery and stationery, Calcutta Textile Company, 4A Panchanan Ghose Lane, Calcutta, INDIA.

772—French commercial agent wishes to represent business firms desiring to be introduced in the French market; also would like to contact firms desiring to

market unusual items or innovations in the French market, M. Durival, Agent Commercial, 21 Rue Perrot, a Neuilly-S/Seine, FRANCE.

773—Hong Kong firm wishes to represent American manufacturers of sundry lines such as shirts, ties, socks, sports jackets, swim suits, shoes, etc. Also like to represent large mail order house, K. Caudron & Co., 5, Queen's Road Central, French Bank Building, P.O.B. 321, HONG KONG.

774—Swedish firm wishes to locate representative or representatives for the sale of building material, agricultural machines, pharmaceutical preparations, electrical items, etc. LARECO, P. O. Box 44036, Gothenburg, SWEDEN.

775—Panama firm wishes to contact importer-distributor with outlet for fine line of wood items, including Mahogany in gift items such as salad bowls, cigarette cases, etc. Hernand Behn, Apartado 693, Panama, REP. DE PANAMA.

776—South African firm wishes to represent in the Belgian Congo American exporters of general merchandise. Firm also seeks buyers of ivory and ivory carvings, Syndicate of International Commercial Representatives, P. O. Eerste Fabriek, Transvaal, SOUTH AFRICA.

777—Lebanon distributor wishes to contact suppliers of canned foods and foodstuffs in general, I. Hakim Dowek & Sons, P. O. Box 180, Beirut, LEBANON.

778—Selling agents in Ecuador wish to contact suppliers of fresh eggs, lentils, garlic, green peas, onions, jerked beef, chuckling vetch, fresh and frozen meats; also spices including cinnamon, pepper, cummin seed, clove, and pimento and canned fruits and vegetables, Jose S. Bravo Noboa, P. O. Box 942, Guayaquil, ECUADOR.

779—Venezuelan representatives wish to contact suppliers of electrical equipment, especially television sets, radios and parts, and refrigerators, ORDEGAR, Apartado No. 1643, Obdulio Rojas D. & Enrique Gaona R. Caracas, VENEZUELA.

780—R. & A. Laird, 236 Flinders Street, Adelaide, AUSTRALIA, would like to become agents and distributors in Australia for manufacturers of steel, allied and general hardware products. They have for export rugs made from kangaroo hide and children's cowboy outfits trimmed with kangaroo.

781—British firm with branch offices in Amsterdam interested in contacting E. S. buyers of raw materials, textiles, electrical goods, Scotch Whisky, etc. Also undertake buying for U. S. stores on commission basis, English Exporters (London) Ltd., 9-10 Marble Arch, London W. 1, ENGLAND.

782—Austrian firm seeks agency for American manufacturer of ferrous and non-ferrous metals, plastic articles, novelties, etc. A. Gruenhub, Schrottklasse 3, Vienna 3, AUSTRIA.

783—Austrian firm seeks agency for American firms dealing in trade marked goods for pharmacists, beauty parlors, hardware and cutlery stores, Ludwig Balazsi, Elisabethstrasse 1b, Salzburg, AUSTRIA.

784—Austrian firm seeks to manufacture glass thread in Austria under U. S. license according to American methods. Also seeks to finance glass fiber thread or act as selling agent for firms handling this type of product, Fischer & Gellner Glasfaserzeugung, Bludenz-Burs, Vorarlberg, AUSTRIA.

785—German sales promotion man wishes to act as marketing counselor for the German market for firms considering establishing European or German sales offices, Walter Kersten, Pfaffenackerstr. 18, 14-a Esslingen-Wtbg., GERMANY.

WORLD TRADE BRIEFS

Bids for Ceylon are sought by that nation's Embassy. Wanted are mild steel angles, tees and joists and asphalt, with June 9 closing date, and canvas and writing paper, closing June 30. Specifications from the Embassy on request, 2148 Wyoming Avenue, N. W., Washington, D. C.

Philippine statistics are available from the Philippine Research & Statistics Service, Manila, which publish "extract of daily (Philippine) imports." A copy of this interesting document, giving products, quantities, origin and consignees, is available for reference in the Chamber's World Trade Department, together with subscription rates.

Copy of shipper's export declaration must be furnished to carriers before they may lawfully receive cargo on dock for loading. O.I.T. has reminded shippers.

1953 World Motor Census has been published by McGraw-Hill International Corporation, a copy of which is available for reference in the World Trade Department. Report gives number of autos, trucks and buses in operation in each country.

Early establishment of a coordinating office by the Port of San Francisco was recently announced. Similar to system now in effect at Philadelphia, plan will eliminate congestion and delays in loading and unloading trucks at the port.

W. J. Gilstrap, vice president of the Wells Fargo Bank and Union Trust Company and past president of the Chamber's World Trade Association has been elected president of the Bankers Association for Foreign Trade at the group's 31st annual convention at Boca Raton, Florida.

Puerto Rican legal services, collections and credit reports offered by Jose F. Camunas, details on file in the World Trade Department.

Foreign Trade Controls Summary is available from the United States Department of Commerce, giving full details, country-by-country, of exchange and licensing requirements.

Post as Consul General for Canada in San Francisco has been assumed by Mr. Christopher C. Eberts, formerly head of the American Division of the Department of External Affairs in Ottawa.

NEW PUBLICATIONS AVAILABLE

The following publications have been received by the Chamber's World Trade Department and added to the library of foreign directories maintained for members' reference purposes:

German Economic and Cultural Documentation, published in the Federal Republic of Germany.

Commercial Guide to Hong Kong, 180-page summary of business and industrial activities.

Weekly Review of the Economic Affairs in Japan, received regularly from the Bank of Tokyo.

Japan Foreign Trade News (monthly), extra copies available for free distribution.

1952 Catalog of Bamboo Ware from the Kagoshima (Japan) Prefectural Government—copies available.

Übersee Post—258-page English edition with extensive information on new German products, etc.

L'Echo de la Bourse—survey of Belgian metallurgy production and marketing—extra copies available.

Optical and Precision Instruments, 1953,

International Ball To Be Social High Light of Program

Almost a thousand "student strangers"—students from abroad studying in the Bay Area—and the San Francisco Consular Corps will be honored guests at the social highlight of World Trade Week—the annual International Ball.

Presented each year in the Palace Hotel, this year in the hotel's beautiful Gold and Concert Rooms on May 23, the Ball affords an opportunity for its business group sponsors to meet and extend their hospitality to the area's distinguished guests.

Under the sponsorship of the World Trade Week Committee, the Ball is presented by the Junior World Trade Association of the San Francisco Chamber of Commerce.

Peter R. Mayor, president of the junior traders and Ball chairman, has announced that music for the event will be provided by Rod McCauley and his orchestra, with a musical entertainment program scheduled for intermission.

By invitation only, attendance to the Ball is available to Chamber members and those of the World Trade Association and junior traders.

ABOUT THIS ISSUE

This issue of BAY REGION BUSINESS carries a special supplement—a copy of the Chamber's monthly INTERNATIONAL BULLETIN, published by the World Trade Department.

The two publications are combined in this edition to facilitate presentation of the program of the Golden Gate Trade and Maritime Festival.

Regular issues of the INTERNATIONAL BULLETIN are sent to Chamber members who request it because of their special interest in world trade and shipping. In addition to its contents of world trade news and comment, the Bulletin contains extensive listings of overseas trade opportunities—the "World Trade Tips" (see pages 4 and 5).

World Trade Tips

(Concluded from Page 5)

786—Ecuadorian firm offers services to North American investors and capitalists interested in making investments in real estate in banana, cocoa beans and coffee plantations as well as hard and soft woods and other natural resources of the Tropical zone. Perfecto Veliz C., Roca 111 y Malecon, Guayaquil, ECUADOR.

787—Italian lawyer offers his services in all questions pertaining to civil rights including commerce, banking and maritime problems. Avv. Carlo A. Bava, Via XX Settembre, 2/40, Genova, ITALY.

LATE NOTICES

788—Old established Dutch firm seeks buyers for its general merchandise items, including hardware, bamboo goods, sewing machines, porcelain enamelware, cotton piece goods and all kinds of machinery. L. Platon Trading Co., Ltd., No. 23, 4-chome Sakamachi-dori, Ikuta-ku, Kobe, JAPAN.

789—Marbles and granulated marbles in blocks and slabs in different colors and granulated marbles in white, red and yellow offered by Columbus Import-Export, Via Roma, 1 E., Verona, ITALY.

790—German firm wishes to contact buyers of blood albumin (spray blood powder) with a high water solubility. E. & C. Kreuzberger, Kommanditgesellschaft Jagowstrasse 27, Berlin-Grunewald, GERMANY.

68-pages of Japanese goods and equipment.

1953 Finnish Foreign Trade Directory—528-pages of firm listings, well-indexed.

Directory of Exporters and Importers in Florence, Italy.

Osaka (Fuse City), Japan Trade Index.

Displays, Posters, Speakers Carry Trade Story To Public

A thorough program to carry the message of trade and shipping to Bay Area residents is an important part of the Golden Gate Trade and Maritime Festival program.

In addition to regular publicity coverage of the actual events, radio and television stations in the area have been provided with "kits" of material, including spot announcements.

The Festival's Speakers' Service, under the direction of Eric Braswell of the Junior Chamber's Speakers Committee, has provided a number of world trade and shipping leaders as speakers before clubs. The Exchange and Mutual Business Clubs, the Chinatown and Polk-Van Ness Optimists, the Electric Club and the Order of the Blue Goose in San Francisco, and the Oakland Lions Club are included among those which have taken advantage of this service. Speakers have also been offered to San Francisco public and parochial schools.

Many downtown and district stores will feature world commerce in their display windows, Edward Suttles, display chairman, has announced. There will also be widespread use of special Festival posters throughout the area, and car-cards will appear in Municipal and Greyhound buses to promote the events.

Other Committee members for the world trade part of the program include Vice Chairmen W. B. Gribble and George E. Talmage, Jr.; Robert Taylor, Finance and Budget chairman; Alvin C. Eichholz, coordinator; Walter J. Brown, publicity chairman, and Robert H. Langner, secretary.

Chamber Sells Port To Overseas Nations

Key organizations in virtually every free nation of the world last week received selling-talk for the Port of San Francisco and detailed information about this city's world trade services—an "overseas packet" compiled by the San Francisco Chamber of Commerce for the purpose of promoting foreign commerce through the port.

Announcement of the extra-heavy mailing to "hundreds of key business men throughout the world" was made by Rene A. May, Chairman of the Chamber's World Trade Committee. He said packets of material went to more than 700 overseas commercial offices, chambers of commerce, American consular posts, and others "in every trading nation of the free world."

Included were a complete, new Chamber directory of San Francisco exporters and importers, a Board of State Harbor Commissioners book on port facilities and services, an informative bulletin by the Marine Exchange, and a new pamphlet produced by the Chamber which describes in capsule form all of San Francisco's commercial advantages.

The mailing was part of a continuing series made each year by the Chamber, May pointed out. "It is our big direct-mail effort," he said, "to reach the hundreds of trading centers all over the world with up-to-date information and aids for increasing commerce with San Francisco."

He said that over the years the mailings have proved "extremely effective" in bringing new business to the port and to local industry.

Chemistry Industries Section Completes First In Series Of Industrial Reports

GSATo Concentrate Purchases In S. F.

The first in a series of studies "aimed at presenting a clear picture of the Western potential to selected basic industries" has been completed by the Chamber's Chemical Industries Section, it was reported this week.



MEMBERS of the Chamber's Sub-committee working on the series of special reports are (above, left to right), W. O. Hull, A. G. Stern (Chairman), F. G. Sawyer and E. Schier.

A. George Stern, chairman of the New Industries Sub-committee which is spearheading the study project, said two reports are now completed and available to Chamber members and others—"Pharmaceuticals" and "Packaging."

In addition to being a compilation of valuable data in the fields, the reports stress the advantage of reaching this market by making San Francisco and the Bay Region bases of industrial operation.

"Pharmaceuticals" points out that historically the manufacture of drugs and allied products has been centered in areas of large mass population. It has thus been largely confined in eastern metropolitan districts. But with the huge movements of population to the West, and the high calibre of

labor here, the Bay Region is now a likely location for this industry.

It is gradually growing here, the report states, although at present the West Coast participates to less than three per cent in the total manufacturing. "The market is here," the study points out, "and in spite of the dominant role played by the East, this industry is steadily growing here."

The report on "Packaging" points to the importance of the industry in the United States—reaching an estimated value of \$4.8 billion dollars in products during 1950. "A Western packaging industry has become established and has rapidly grown," the study says, "as a result of westward movement of industry and market and because of the proximity and abundance of the raw materials used in the packaging industry."

Both reports present many useful facts and figures.

Through efforts of the San Francisco Chamber, all of General Service Administration's purchasing concerned with its warehouse stock replenishment program will henceforth be made from the San Francisco GSA office.

The announcement was made this week amid conjectures that an additional \$250,000 a month in purchases resulting from the move will have a resoundingly favorable effect upon Bay Region business.

Robert B. Bradford, GSA regional director in San Francisco, said the purchasing volume to be added here represents approximately 28 per cent of the total purchasing activity conducted in the Los Angeles office. He said that the present volume of purchasing done from San Francisco is about \$600,000 a month and that with the new consolidation of operation here, this amount will rise "within a short time" to approximately \$850,000.

The move was made as a result of a presentation by the San Francisco Chamber's Industrial, Research and Domestic Trade Departments which pointed up advantages of the consolidation here.

The Chamber's Government Purchasing Sub-Committee will hold a special luncheon meeting with the San Francisco staff of GSA May 29 for the purpose of exploring further means of cooperation.

Secretaries' Convention

Executives' Secretaries, Inc. will hold its 1953 National convention at the Hotel Claremont in Berkeley, May 23-24. The East Bay Chapter will host the convention, assisted by the San Francisco, Peninsula, and Santa Clara Chapters.

National President Sally Stuber said "The Convention will include members from all our chapters, and we look forward to welcoming the business and professional members with traditional Bay Area hospitality."

Peninsula Firm To Make New Converter

The Chamber's Industrial Department last week consummated arrangements for a new radio converter to be manufactured in a Bay Region plant.

The product is the "Crown" Marine Band Converter—a unit that converts home and automobile radios to receive shortwave broadcasts from ships at sea, aircraft in flight and police and amateur stations.

The firm that will manufacture the item is Western Coil Products, Inc., of Palo Alto. Frank Bella is president and Ran Temby is production manager of the company whose specialty is custom manufacturing of electronic equipment.

A. J. Crowne, the inventor, came to the Chamber recently with samples of his unit. The possibilities of manufacture and marketing of the product were immediately apparent to the Industrial Department and a survey of Bay Region facilities resulted in a contract for Western Coil with Crowne.



INSPECTING the new Crown Marine Band converter are (left to right) Chamber President J. W. Mailliard, III, Ran Temby of Western Coil, and the inventor, A. J. Crowne, who chose the Bay Region for manufacturing of his product because of its "central location."

On Record

Your Chamber's Position
In Current Legislative Matters

Support of Junior Livestock Exposition Shows (S.B. 48, A.B. 100, S.B. 48)—SUPPORTED.

Legislation for I-A District Agricultural Association (A.B. 101, S.B. 696) and for Establishment of Agricultural Fairs Commission (S.B. 893)—SUPPORTED.

Uniform Commercial Code (A.B. 1232) — Recommended further study by Legislature.

United Nations (S.J. Resolution 6) — OPPOSED.

Mass Meeting Of Retail Meat Dealers Scheduled

Supplementing its current promotion to move the nation's surplus of beef, the National Livestock and Meat Board will conduct a Bay Area Program on "New Ways With Meat" during the week of May 18-22. Included in the program will be a four-day television series on Station KPIX-TV.

To acquaint the retail trade with the coming program, a special preview has been scheduled for Monday, May 18, 8:00 p.m., at Foresters Hall, 170 Valencia Street, San Francisco.

The San Francisco Chamber is joining in sponsorship of this event. Details of the program will be explained and point-of-sale posters will be made available.

WHAT'S GOING ON

In Committee Meetings

RETAIL MERCHANTS ASSOCIATION — May 18, 1953, St. Francis Hotel, 12:15 p.m. Agenda: Discuss parking, store hours and sales tax.

INTER-CITY SECTION—May 22, 1953, Room 200 Chamber, 11:00-12 noon. Agenda: Trade development trips. Hawaii trade development trip.

DOMESTIC TRADE COMMITTEE — May 26, 1953, Room 200 Chamber, 11:00-12 noon. Agenda: Mail delivery, sales pamphlet and market promotion.

Festival Points Up Value Of Commerce

(Continued from Page 1)

Marine Committee of the San Francisco Junior Chamber of Commerce is producing the extensive Harbor Festival activities, while the Propeller Club (Port of San Francisco) is presenting the annual National Maritime Day program.

Joining with the sponsors are several trade and civic groups. Close coordination with the Oakland program was reached through joint meetings with East Bay committee chairmen. Distribution of posters and other materials to Bay Area counties has been underway, and heavy attendance from other communities at San Francisco's waterfront program is expected.

Summing up the preparations for the

celebration, Forrest E. Brookman, San Francisco World Trade Week chairman, said, "To the extent that our message of world commerce hits home, our program will be successful—for never before has public understanding been so necessary in a field of international relations."



TYPICAL OF PORT IMPROVEMENTS in which the Chamber is vitally concerned is the \$5,800,000 Mission Rock Terminal (above) which offers 29 acres of covered and open area and accommodates eight large vessels at once. \$20,000,000 is currently being spent on further improvements of port facilities.

International Trade Statement Formulated

(Continued from Page 1)

tion that the San Francisco Chamber had again provided the opportunity "for the opinion of businessmen in the leading world trade area in the West" to be heard. Copies of the statement are being forwarded to California's Congressional delegation, he said, and it will also receive widespread public distribution.

Covering every subject which possibly relates to this nation's international economic policy, the forty-page-plus statement published coincident with World Trade Week offers nineteen general topic headings, including sections on "Trade, Not Aid," licensing and controls, overseas investments, merchant marine policy and currency convertibility.

Nothing in its introduction that trade is a "two-way street," the declaration states that this nation must buy in order to sell on world markets. It strongly urges that the free enterprise system which made this country great be "applied in every form" to all international commercial activities.

One way to put "Trade, Not Aid" into effect, and at the same time reduce our overseas aid commitments, is to repeal the "Buy America Act" which discriminates against imported goods for government use, the report states. It also recommends streamlining of the customs administration, removal of the import quota restrictions imposed under the Defense Production Act and that the Reciprocal Trade Agreements Act be made permanent.

Removal of unnecessary controls and restrictions from trade, both by this nation and others, receives considerable comment in the declaration. "Positive" government assistance, through tax policy, technical assistance "in the public service field" and by a sensible stockpiling program, is urged.

Continuation of government policies to maintain a strong merchant marine is favored in the report. The importance of the Far East is emphasized, and steps to see that its particular problems receive action are recommended.

The declaration concludes with a strong plea for continued and expanded public education for trade.

Hitting The High Spots

With Walt Brown

The Chamber officially welcomed Charles Munch and his Boston Symphony Orchestra—and Pierre Monteux—to SF last Thurs. when former Chamber President Paul A. Bissinger represented us in a ceremony on the Opera House stage after the intermission. . . . "Nob Hill Nocturne"—that's a beautiful new composition by local Pianist Jim Sheldon which, with the Chamber's blessing, is slowly working its way up in the world. You may be hearing about this song before long—from Hollywood. . . . Bartley & Bartley, commercial and industrial special investigation firm headed by Bert Bartley (see photo) has just moved to larger quarters in the Merchants Exchange Bldg., 465 Calif. New 'phone No. is EX. 2-6173. . . . Robert M. Haynie of the Chamber's Indus. Development Comm. and J. M. Bush, div. mgr. of Behr-Manning Corp. announce occupancy by the latter of its new SF branch office and warehouse at 1001 16th St. The 15,000-sq. ft. bldg. was built by Hoas & Haynie. . . . San Francisco is one of the "white spots" of the nation in number of hospital beds—9513—available to its citizens. T. P. Langdon of the SF Hospital Conference pointed out during Nat'l Hospital Wk. this



wk. . . . Gustav Schwarz of the Chamber's M'grs. Comm. & Chairman of its Prison Industries Sub-Comm. (see photo) announces acquisition by his firm, Canor Spring Manufacturing Co., of the manufacturing facilities of the Mechanical Spring Div., L. A. Young Spring & Wire Corp. This, Schwarz said, will mean an estimated 25% increase in his firm's production.



Wire Corp. This, Schwarz said, will mean an estimated 25% increase in his firm's production.

Nations "All Out" For World Trade Fair Here

Participation by other nations in the Chamber's sixth annual World Trade Fair, June 24 to 28, will be the most extensive in the history of the San Francisco international trade and travel show, according to George E. Talmage, Fair Chairman.

"The growing importance of San Francisco as the 'Gateway to the Pacific' and as the key port area in the Western United States—plus the fact that we have scheduled this year's Fair to coincide with the Congress of the Junior Chamber International—probably accounts for this increased interest in the Fair," Talmage said. The J. C. Congress will bring over 1,000 key delegates from all over the world to San Francisco.

Sponsored each year by the Chamber and its World Trade Association, the World Trade Fair will be open to the public daily June 24 to 28 without charge in the Gold and Concert Rooms of the Palace Hotel. In addition to extensive exhibits of imported products of all types, there will be a number of travel displays featuring the attractions of overseas vacation areas.

According to the show managers, Kriedt and Myers, over 75% of the available space in the Fair has already been reserved.

Secretary Week Observed

Hundreds of Chamber members will be paying tribute during the week of May 24-30 to the efficiency of their secretaries "in every field of business and industry" when National Secretaries Week is observed here by proclamation of Mayor Robinson.

A "Bosses Night" preview May 21, "Secretaries Day," May 27, and other events will be directed by the Golden Gate Chapter of the National Secretaries Association under Virginia Rauchfuss, chapter president, and Marguerite Chess, chairman of the observance.

L. C. McKinnon will be honorary chairman of the Week which is set aside in recognition of "the vital role secretaries play in the life of the nation's business."

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Revenue Chief Will Address Chamber

T. Coleman Andrews, Commissioner of Internal Revenue, Washington, D. C., will speak on "New Tax Administration Policies and Practices — As They Affect You" at a special luncheon meeting to be held Monday, June 8 at the Fairmont Hotel.



T. Coleman Andrews

Sponsors will be the Chamber, The Bar Association of San Francisco and the San Francisco Chapter of the California Association of Certified Public Accountants.

Commissioner Andrews' appearance here will be part of his current nationwide tour designed to make tax administration and practices clear to businessmen.

Tickets for the San Francisco luncheon are \$8.25 each and may be secured from any of the three sponsoring organizations, according to F. B. Magruder, Acting Chairman of the Chamber's Tax Section.

Committee Plans Events For City's Birthday

Plans for San Francisco's 177th birthday celebration were under way this week as 25 community leaders including Chamber General Manager G. L. Fox mapped a three-day observance to begin June 28.

Members of Mayor Elmer Robinson's "Citizens Committee" formed to direct the celebration, the civic leaders have scheduled Sunday, June 28 for colorful events at Golden Gate Park; Monday, June 29 for observances at Mission Dolores and at the Presidio; and Tuesday, June 30 for cultural activities at the Public Library.

Supervisor John J. Ferdon is honorary chairman of the Committee and Dr. A. T. Leonard is general chairman.

Legislators Written

Following up two recent actions by the Board of Directors, Chamber President J. W. Mailliard has written appropriate committee chairmen in the State Assembly regarding the Chamber's stands on A.B. 1232 (Uniform Commercial Code) and A.B. 406 and 779 (comparative negligence).

On behalf of the Chamber, Mailliard asked that the Legislature establish a special committee to study the proposed Uniform Commercial Code further. In regard to the bills proposing substitution of the doctrine of comparative negligence for that of contributory negligence, he cited seven reasons for the Chamber's opposition to them.

Chamber Action

of the Past Two Weeks

1. Planned tax meeting (P. 1)
2. Arranged G. S. A. purchasing meet (P. 1)
3. Scheduled trade development trips (P. 1)
4. Completed world trade observance (Ps. 1, 3)
5. Scheduled "Fleet" cruises (P. 3)
6. Published new shipping directory (P. 4)
7. Sponsored Armed Forces event (P. 4)
8. Hosted nuclear scientist (P. 4)

Hawaiian Trip Presents Luring Opportunity

Hold those vacation plans!

Hold them, at least, until you've gotten full details of the Chamber's Goodwill Trip to Hawaii this October, Hawaiian Affairs Section Chairman George F. Hansen cautioned this week.

He posted another reminder that one of the most important trade development trips in years will be made by Chamber members October 8-19—to Hawaii. "Here is the perfect combination of business and pleasure," he said. "Don't miss it!"

The San Francisco Chamber delegation will leave October 3 and October 7 on the SS LURELINE and planes of Pan-American Airways and United Air Lines. The group will arrive in Honolulu October 8 and spend "12 jam-packed days of business and fun" in Honolulu and other islands of Hawaii.

"Here's a real opportunity," Hansen said, "to improve your business with the Hawaiian Islands—which now have a total population of almost one-half million and do more than \$242 million worth of wholesale business each year.

"Write the Chamber for your reservations, now—and for complete details!"

NEW SHIPPING DIRECTORY

The fourth edition of the Chamber's Directory of Shipping is now available to shippers and others on request to the Transportation Department. The new directory lists all lines regularly calling at the Port of San Francisco, trade routes served, ports of call, and character and frequency of service.

Trade-Maritime Festival Has Colorful Ending

San Francisco's Golden Gate Trade and Maritime Festival came to a successful conclusion last weekend amid song and color of the Chamber's International Ball and open house events along the waterfront.

Drawing thousands of San Franciscans to the festive occasions, both events capped a week dedicated to the importance of world trade and shipping through the Golden Gate. Sponsors were the San Golden

(Continued on Page 3, Column 1)

Selling To GSA Topic Of Meeting

Scores of San Francisco businessmen will meet tomorrow, under auspices of the Chamber, with local officials of the General Services Administration to explore ways and means whereby GSA purchases in this area may be expedited.

Sponsored by the Chamber's Government Purchasing Sub-Committee chaired by James E. Holbrook, the meeting will represent a major step in the Chamber's program to get local manufacturers and distributors together with government buying agencies.



J. E. Holbrook

Holbrook urged all San Francisco businessmen interested in selling to GSA and not as yet registered for tomorrow's meeting to phone the Chamber, EXbrook 2-4511, Ext. 63, for reservations.

He said the gathering will give local businessmen a chance to "learn how to sell to this huge buyer" and how to take advantage of the assistance provided by GSA. Robert Bradford, regional director of GSA, and other agency officials, will explain the local office's new purchasing program.

Four More Trade Trips Planned In '53 Schedule

Four additional trade development trips make up the balance of the Chamber's "goodwill schedule" for the year, it was announced this week by Roy P. Cole, Chairman of the Inter-City committee.

Following up yesterday's "flying squadron" trip to Gilroy (see next issue for report) will be "San Francisco Day in Santa Rosa" June 4, a visit to Marysville June 24, a trip to Salt Lake City September 17 and 18, and the Hawaiian tour October 8 to 19.

Members desiring to participate in these trips should contact the Domestic Trade Department as soon as possible, Cole said.

"K" DAY—HELP KOREA!

Sunday, June 14 has been designated as "K" Day by American Relief For Korea, Inc. On that day, the people of San Francisco are asked to contribute all the useable clothing they may have—for destitute Koreans.

Newspapers, radio and television will remind you of this day before it comes—but in the meantime, plan now to bundle up all your old clothing and deliver it to your neighborhood fire house—before June 14!

Thousands of Korean lives depend upon the clothing we send!

General Business Activity

TREND AT NEW SEASONAL HIGH

The general trend of business and industrial activity in the San Francisco Bay Area continues on a new seasonal high level, moderately above last year. Metropolitan Area employment at 1,026,000 persons attained a new April high, 4.5% above last year; employment in every industry group except government exceeded last year, and is partly attributed to improved industrial relations this Spring over a year ago when several disputes handicapped the normal trend here. Our current business survey reveals no evidence that the basic activities of our local economy would be adversely affected by the possibility of an early Korean truce, news of which broke unexpectedly over the world during the early part of April.

APRIL FINANCIAL TRANSACTIONS

Financial transactions represented by bank debits to demand deposits accounts of individuals, partnerships, corporations, and State and political subdivisions in the San Francisco area in April amounted to \$3,940,550,000, an increase of \$160 million, or 4% over April last year; the 4 months cumulative debits of practically \$15 billion, represented a gain of 1%; and Twelfth District gains were 13% and 11% respectively. Shares traded on S. F. Stock Exchange soared 48.6 above last April.

CUMULATIVE TRADE AT NEW HIGH

In the trade field, department store sales in the Metropolitan Area were up 1% compared to no gain in the Twelfth District, and the 4 months cumulative was up 5% in both the Area and the District. Large retail store sales for the first quarter in San Francisco showed food store group sales identical to a year ago; furniture up 1%; lumber 5%; and automotive 21%, with total sales up 7%. Pacific Coast Merchant Wholesalers' sales during the first 3 months were up 7% compared to 6% in the United States.

INDUSTRY INVESTMENTS SOAR

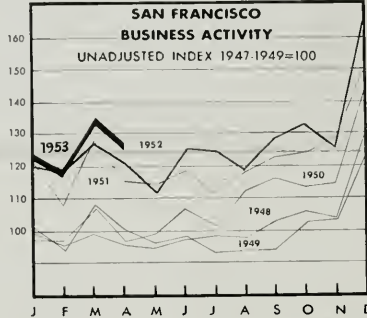
Investment commitments in 107 new industries and expansions in the San Francisco Bay Region (12 counties) amounted to \$155,447,000 in first quarter or 7 times that of a year ago.

RAIL, SHIP AND AIR MOVEMENTS

Freight car movements in the San Francisco-Oakland switching limits in April were 10.6% above last year and the 4 months cumulative was up 2.2%. April shipping in the San Francisco Bay was up 1.8% over a year ago, based on registered tonnage of cargo vessels, and the 4 months cumulative was up 4.4%. The revenue tonnage of foreign shipments of 924,000 tons through the Port of San Francisco accounted for almost one-half of the revenue tonnage of the Port and represented a slight gain over last year. San Francisco Airport reported splendid gains, with April plane traffic up 6.2%; passenger traffic 7.9%; air freight 7.5%; and air express 11.2%. Plane traffic in and out averaged 310 daily, and passengers on and off 5,169 compared to 293 and 4,789 respectively last year.

TRAFFIC CONTINUES STRONG

Travelers entering California by automobile through Northern California gateways during the first 4 months of 1953, numbered 310,160 or one-third more than last year. Tourist and Settler written inquiries to the San Francisco Chamber of Commerce during the same period increased more than 20%. Both Bay Bridge and Golden Gate Bridge April traffic slipped



below a year ago by 2.8% and 5.9% respectively, but the 4 months cumulative on the Bay Bridge was practically identical

and on the Golden Gate Bridge 2.7% above last year.

UTILITIES

April industrial and commercial gas sales in San Francisco compared to last year were up 6.8%; electrical energy sales 6.8% industrial and commercial water consumption 2.6%, and residential water consumption 6.2%.

CONSTRUCTION ACTIVE

April contract construction in the Metropolitan Area, based on the employment, was 30.8% above last year, with the 4 months 9.1% above the same period last year. Some of the gains can be attributed to the extended carpenter strike last year. On the other hand, San Francisco residential building permits value was up 122% and number of new dwelling units provided for was 106% above last year.

INDEX TRENDS

San Francisco Chamber of Commerce Business Activity Index at 126.2 (1947-49 Ave.=100) represented a new April high and exceeded last April by 5.1%. The 4 months average of 125.1 represented an increase of 3.3% over the same period last year.

FIRST QUARTER BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	APRIL 1953	% FROM 1952	4 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	126.2	5.1	125.1	3.3
CONSTRUCTION PERMITSTotal Number	800	29.4	2,896	10.3
Residential, New.....Value	3,792,516	-35.6	18,238,807	15.6
Dwelling Units.....Number	1,391,409	122.3	5,740,100	74.1
Single-Family Units, New.....Number	142	105.8	619	74.4
Non-Residential, New.....Value	88	79.6	302	10.6
Addns., Alterations and Repairs.....Value	1,370,769	-61.3	8,908,242	37.5
REAL ESTATE—Deeds RecordedNumber	1,030,338	-40.3	3,673,465	-39.4
REAL ESTATE—Deeds RecordedIndex	167	4.9	6,396	2.3
*RETAIL DEPARTMENT STORE SALESIndex	106	0.9	102	4.1
FINANCE—Bank Deposits\$000	3,447,506	6.1	12,370,997	2.3
Postal Receipts.....\$	2,786,116	51.0	10,458,685	-4.9
S. F. Stock Exchange.....Shares Traded	2,132,293	71.1	7,326,583	6.8
Market Value \$	19,400,673	3.7	76,418,809	1.6
COMMERCIAL FAILURESNumber	17	-15.0	54	-6.9
INDUSTRY TREND—6 Bay Area CountiesTotal Employed	1,026,000 (p)	4.5	1,018,275 (v)	2.1
Manufacturing.....(Employed, No.)	214,600 (p)	3.5	211,400 (v)	1.5
Construction, Contract.....\$	67,500 (p)	30.8	46,000 (v)	2.1
Finance, Ins., Real Estate....."	65,100 (p)	5.9	64,650 (v)	3.2
Retail Trade....."	170,400 (p)	2.7	170,350 (v)	1.7
Wholesale Trade....."	71,500 (p)	2.0	71,475 (v)	1.6
Service Employment....."	206,400 (p)	0.2	203,200 (v)	0.9
Trans., Comm. & Utilities....."	117,300 (p)	10.9	116,500 (v)	4.5
Agriculture....."	19,900 (p)	12.4	17,875 (v)	6.6
Govt.—Fed., State, City....."	91,500 (p)	-2.6	92,600 (v)	-1.5
Other....."	2,200 (p)	-5.8	2,225 (v)	-2.2
PLACEMENTS IN SAN FRANCISCOTotal	1,953	-5.3	7,865	-19.9
TRANSPORTATIONFrt. Car Movements.....Number	16,121	8.7	60,530	2.8
S. F. Airport.....Planes In and Out.....Number	9,324	6.2	36,752	10.7
Passengers Off and On.....Number	155,081	7.9	577,964	14.3
Air Mail Loaded & Unloaded.....Lbs.	2,418,764	2.3	9,425,062	-9.5
Air Express Loaded & Unloaded.....Lbs.	547,193	11.2	2,070,896	13.0
Air Freight Loaded & Unloaded.....Lbs.	3,001,083	7.5	11,963,324	1.2
Rail Express Shipments.....Number	108,985	-14.3	437,762	-15.3
PORT OF SAN FRANCISCO—Revenue TonsTotal	513,691	1.7	1,899,354	-4.7
Coastwise.....Revenue Tons	10,956	-1.0	40,450	-21.1
Intercoastal.....Revenue Tons	34,845	-8.3	135,777	-24.3
Foreign.....Revenue Tons	252,303	0.0	924,631	0.3
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	412	-3.5	1,680	3.4
Millions of Registered Tons.....	1.92	1.8	7.82	4.4
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	1,436,313,400	6.8	5,996,650,600	-0.7
"Elec. Energy Sales—k-w. hours.....Index	126	6.8	133	5.6
Water Consumption—Comm. and Ind.....Cu. Ft.	156,325,500	2.6	625,520,000	2.1
NEW DEVELOPMENTS—Tourist and SettlerIng. No.	1,109	20.0	4,148	20.1
Bay Bridge Vehicle Crossings.....Number	2,530,143	-2.8	9,912,778	-0.1
Golden Gate Bridge Vehicle Crossings.....Number	921,739	-5.9	3,543,508	2.7
.....Carlots.....	1,594	2.4	6,238	2.8
FRUITS AND VEGETABLES RECEIPTSNumber	172,692	12.0	646,250	11.3
LIVESTOCK SLAUGHTER (Insp. Dists.)Number	115.5 (a)	2.2	(n)	0.0
*S. F. LIVING COSTS—All ItemsIndex	113.0	-3.4	114.4	0.4
*RETAIL FOODIndex	113.0	-3.4	114.4	0.4

*New Series (1947-49 Avg.=100) (a) March latest available. (p) Preliminary estimate. (v) Preliminary 4 months average. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE



WELCOMING MS CALIFORNIA into San Francisco Bay were Bryant Zimmerman (left), Maritime Day and Harbor Festival Chairman; Donna Rae Jack, "Queen" of the Festival (second from left), and Forrest Brookman (right), Chairman of World Trade Week. Captain F. Ranke of the CALIFORNIA is shown between Miss Jack and Brookman. (See story, Pages 1 and 3.)

On Record

Your Chamber's Position
In Current Legislative Matters

As a result of recent action by the Board of Directors, the San Francisco Chamber is on record in regard to pending State and Federal legislation as follows (members interested in complete details may write or telephone the Chamber):

State Department of Commerce (A.B. 51)—**OPPOSED.**

Dismissal of Certain Court Actions (S.B. 789)—**SUPPORTED.**

Comparative Negligence (S.B. 1492 and A.B. 406, 779 and 782)—**OPPOSED.**

State legislation (A.B. 3138) setting up a prepaid health service system—**OPPOSED.**

State legislation (S.B. 1169 and S.B. 1170) providing for catastrophic health reinsurance—**OPPOSED.**

World Trade Week

(Continued from Page 1)

Chamber, the Marine Committee of the Junior Chamber, the World Trade Association of the San Francisco Chamber, and the Propeller Club (Port of San Francisco).

Events of the week sponsored by the Chamber and the World Trade Association included a World Trade Week Luncheon Monday, May 18 at the Fairmont Hotel. Principal speaker was Belford Brown, Chamber Vice President, who delivered an address, "California's Role In International Trade," prepared by Resident J. W. Mailliard, III. (Mailliard could not attend because of illness.) The luncheon, chairmanned by Forrest E. Brookman, was a colorful event attended by 200 persons. Governor Earl Warren sent his greetings in a telegram, "Queen" Donna Rae Jack of Festival Week was presented, and tribute was paid the Consular Corps and Captain Frederik Ranke of the newly arrived Swedish motorship, CALIFORNIA.

The International Ball, Saturday, May 23, was sponsored by the Chamber's Junior World Trade Association in honor of San



AT WORLD TRADE LUNCHEON: Highlight of the Chamber's special World Trade Luncheon at the start of the Festival week was presentation of a framed photomural (see above) to Captain Frederik Ranke (third from left), of the Motorship CALIFORNIA. Robert Buell (second from left), Chairman of the Junior Chamber's Marine Committee made the presentation. Belford Brown (right), Chamber Vice President, gave the principal address on behalf of President Mailliard who was ill. Honor guest was T. K. Chang (left), Dean of the San Francisco Consular Corps. (See story, Pages 1 and 3.)

Golden Fleet Schedules New Cruises

An active season of cruises by the Chamber's "Great Golden Fleet" of private yachts has been scheduled, beginning with one coincident with the Pacific Coast Yachting Association activities on June 5, it was reported this week by Dan E. London.

The energetic Inter-City committeeman who serves as "Commodore" of the Chamber's goodwill fleet announced it will be put at the disposal of wives of visiting participants in the Pacific Coast Champion-

ship Regatta, June 5. This, London said, was in line with the purposes of the fleet which are predominantly to accommodate and serve visitors to San Francisco on behalf of the San Francisco Chamber.

Other Fleet events to follow include cruises in connection with the Junior Chamber of Commerce International Congress, June 25, and the "Valley Days" goodwill trade event August 20-21. Full details of these cruises will be reported shortly, London promised.

Chamber Section Reports On Lodi Goodwill Trip

"Lodi Speaks Up" is the title of a special report completed this week by the Chamber's Inter-City Section as a result of the recent "flying squadron" good-will visit to the Valley community.

Twelve members of the Section made the visit under Trip Chairman E. A. Breckenfeld and returned with pockets full of notes all pointing to the importance of trade relations between San Francisco and Lodi.

The Lodi area, long an important agricultural center, is now emerging as an industrial city, the report points out, and is of great importance to this city.

Available to Chamber members on request, the report covers "Lodi's Opinions of San Francisco," farm problems and crops, highways and transportation, and the Chamber's recommendations to local business firms regarding trade relations with Lodi.

San Francisco's Consular Corps and some 900 students from abroad attending colleges in the Bay Region. Well over 1,000 attended the ball, including students and consuls. Chamber and city officials and export-import trade executives.

Foreign Trade Conference

James S. Baker, First Vice President of the Chamber's World Trade Association, will be one of eight featured speakers at a foreign trade conference to be sponsored June 10 by the League of Women Voters of San Francisco.

Baker's address will be titled, "The Business Man Looks at Foreign Trade." To be held at Radio Station KNBC, the conference will be divided into morning and afternoon sessions. They will be moderated respectively by Dr. Frederick Briere, professor of Economics, University of California; and Norbert Einstein, economic consultant.

Clark Elected President

James A. Clark, Jr., Chamber Director, has been elected president of his firm, the J. A. Clark Draying Company. He was formerly vice president.



J. A. Clark, Jr.

Oren H. Scott was elected vice president, Herbert W. Post, secretary, and Clinton J. Tripp, treasurer.

Mr. Clark has been a Director of the Chamber since February, 1953.

WHAT'S GOING ON

In Committee Meetings

MINING COMMITTEE—June 3, 1953, Commercial Club, 12:15 p.m.

Agenda: Discussion of Western Governors Mineral Advisory Council; planning of joint Mining Committee meeting with the Los Angeles Chamber.

VALLEY DAYS COMMITTEE—June 3, 1953, First floor conf. room, Chamber, 11:00-12 noon.

Agenda: Consideration of organization and plans.

WORLD TRADE ASSOCIATION — June 3, 1953, Fairmont Hotel, 12 noon.

Agenda: Address by Mr. Hubert de Besche, Economic Counsellor to the Swedish Embassy, Washington, D. C.

AGRICULTURAL SUB-COMMITTEE—June 9, 1953, First floor conf. room, 10:45-12 noon.

Agenda: Agriculture price situation.

AGRICULTURAL COMMITTEE — June 9, 1953, Fairmont Hotel, 12 noon.

Agenda: Marketing of surplus farm commodities.

PRODUCE MARKET SECTION—June 9, 1953, Room 200, Chamber, 10:30-12 noon.

Agenda: Efforts to obtain new produce market for San Francisco.

WORLD TRADE ASSOCIATION — June 10, 1953, Fairmont Hotel, 12 noon.

Agenda: Address by Mr. George H. Weiss—"Port Unity."

Honors To Radio Men

Henry Schacht of KNBC, Gordon Roth of KCBS and W. H. Adams of KGO, all members of the Chamber's Agricultural Committee, have been "singularly honored" by recent awards from the California Associated Press Radio Association, according to Jesse W. Tapp, Agricultural Committee Chairman.

"These radio reporters deserve every bit of the acclaim they received by this noteworthy award for consistently top performance in the field of agriculture," Tapp said.

Ralph S. Cless, Jr. Joins Publicity Staff

Ralph S. Cless, Jr., former newspaperman and night city editor in the San Francisco bureau of Associated Press, has joined the publicity staff of the San Francisco Chamber as Assistant Manager.

Cless replaces Raymond Fournival, who left recently to join the Henry J. Kaiser Companies.

Prior to joining the Chamber, Cless spent four years with the U. S. Department of Agriculture Information Service in San Francisco. "Mr. Cless' qualifications will prove valuable, we feel, not only to our membership, but to the media which our Publicity Department serves," Chamber General Manager G. L. Fox said.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Hitting the High Spots with Walt Brown

The International Institute, a Community Chest agency, is operating a special S. F. Bay Region project offering free placement service for escapees (carefully screened by the Gov't) from behind the Iron Curtain. If you have a job opening and wish to help one of these people, telephone the Institute at TUxedo 5-5512. . . . **Chamber General Mgr. G. L. Fox** served as one of the judges for last week's Bank of America Achievement Awards. . . . **Milton W. Melander**, president of the Chamber's World Trade Assn., is "back home" again after an extended European tour; he addressed yesterday's WTA meeting on the subject of "Europe: Spring of 1953." . . . **Sharp increases in volume** of import and export cargoes through the Golden Gate boasted the Bay Area's waterborne foreign trade tonnage to a new peacetime high in 1952—5,981,762 short tons (a 33% increase)—according to a Board of State Harbor Commissioners report last wk. . . . **Kenneth K. Bechtel**, president of Industrial Indemnity Co. and an active participant and leader in the Scout movement since his boyhood, was elected pres. of

the SF Bay Scout Council last week. He replaces P. Tremain Laud. . . . **Belford Brown**, Chamber Vice Pres., was named volunteer chairman of the United Crusade's newly-enlarged professional division, established to make it "easier for busy doctors, dentists and lawyers to give to the Crusade." . . . "Carry grocery bags with you in your car on summer trips for your refuse" is the very practical suggestion made by the Travel and Recreation Comm. of the State Chamber in a campaign to "Keep California's Highways Clean." Sounds very sensible—and cleanly. . . . **Harold Starr**, managing director of the Chamber's Retail Merchants Assn., will represent us at the National Retail Dry Goods Assn. convention in Los Angeles June 2, 3 and 4. . . . **Fred Duncan** of Kraft Foods Co., has been elected pres. of the Nat'l Office Management Ass'n for the yr. beginning June, 1953.



Kenneth K. Bechtel



VICE ADMIRAL FRANCIS C. DENEBRINK, USN, Commander, Military Sea Transportation Service (above, left) was guest at a luncheon in tribute to Armed Forces Day sponsored by the Chamber and Commercial Club on Friday, May 15. Shown with him is Rear Admiral Howard L. Collins, USN, MSTs Commander for the Pacific Area, who was among many military and civic leaders at the event. King Harris, Chamber Director and Chairman of the Armed Forces Section was at the head table, and President J. W. Mailliard, III, presided at the meeting. Close to 300 attended. Denebrink spoke on organization and operation of MSTs.

Atom Scientist Speaks

Dr. Henry Seligman, head of the Isotope Division at the Atomic Energy Research Establishment at Harwell, England, was a guest of the Chamber's Electrical and Chemical Industries Sections and Manufacturers Committee at a luncheon Tuesday at the Fairmont Hotel. Lloyd E. Yoder, chairman of the electrical group, presided.

Dr. Seligman is in the U. S. conferring with Atomic Energy Commission and University of California officials. He outlined the uses of radioactive isotopes in industry, medicine and scientific research, and predicted that the commercial value of isotopes will eventually reach a sizable annual sum.

Wheeler To Make Tour

Charles L. Wheeler, executive vice-president of Pope & Talbot and Chairman of the Investment committee of the Chamber's World Trade Committee, will leave Saturday aboard the Pope & Talbot "Seafarer" on a trip through Central and South American and Caribbean countries.

Wheeler, Western member of the International Development Board, will make a study of current business, financial, and investment developments during the trip.

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World Trade Fair Opens June 24

The San Francisco Chamber's Sixth Annual World Trade Fair sponsored by its World Trade Association will open its doors in two weeks to an attendance expected to top all previous records, it was predicted this week by George E. Talmage, chairman of the colorful event which will feature displays from "all of the free world."

Invitations to the five-day showing which opens Wednesday, June 24, in the Palace Hotel have been sent to more than 8,000 American buyers and purchasing organizations and a total attendance of over 50,000 for the five-days run is expected, according to Kreidt & Myers, fair managers.

The exhibit will feature foodstuffs, art goods, cutlery, toys, luggage, cameras, optical goods, machinery, office equipment, woollens and drygoods, furniture and jewelry. There will be approximately 50 separate exhibits. Those to exhibit for the first time will be Formosa, Hong Kong and Turkey. It will be predominantly an "import show" but will also have exhibits of travel and vacationlands of other countries.

The Fair was postponed from its usual time in May to coincide with the Eighth Annual Junior Chamber International Congress which is convening in San Francisco throughout the week beginning June 21. Approximately a thousand young men from more than 50 countries of the world will gather for discussions bearing on important trade matters of the future.

Colorful opening ceremonies for the Fair at 11:30 a.m. June 24 in the main Palace lobby will feature appearances by "Queen" Donna Rae Jack, foreign "princesses," and City and Chamber officials.

Santa Rosa Businessmen Host S.F. Chamber Group

Potentials for continued industrial growth in the Bay Area were demonstrated to a delegation of 46 Chamber Officers, Directors and Committeemen who visited Santa Rosa June 4 as guests of 72 members of the Chamber in that city.

The San Francisco delegation inspected partially developed industrial tracts, local plants, and housing developments. "They stressed the livability of the area, which has few equals, and demonstrated a type of contemporary housing that offers the ultimate in outdoor living," G. L. Fox, Chamber General Manager, reported.

The San Francisco delegation was impressed with the unity of the community. Fox said, since practically all local interests participated in the conference, and guaranteed to provide, in addition to industrial sites, housing for employees of industries locating in Santa Rosa.

Chamber, State, Federal Officers At Luncheon



AT LUNCHEON MONDAY honoring T. Coleman Andrews, Commissioner of Internal Revenue, were, above (standing, left to right) Gerald S. Levin, president, The Bar Association of San Francisco; the Hon. Robert C. Kirkwood, Controller, State of California; and (seated, left to right) Andrews, Chamber President J. W. Mailliard, III, and William Penney, first vice president, The California Society of Certified Public Accountants, San Francisco Chapter.

Chamber Presents T. Coleman Andrews, Internal Revenue Chief, At Luncheon

The Chamber this week with the cooperation of two other local organizations presented T. Coleman Andrews, Washington, D. C., Commissioner of Internal Revenue at a luncheon meeting which drew more than 600 San Franciscans to the Gold Room of the Fairmont Hotel.

Andrews, Commissioner since February of this year, addressed the civic gathering

on "The New Bureau of Internal Revenue." He outlined a plan to "cut red tape in the Bureau, reduce expenditures and restore confidence of taxpayers and employees in the integrity of the service."

Joint sponsors with the Chamber were the Bar Association of San Francisco and the San Francisco Chapter of the California Society of Certified Public Accountants.

Chamber President J. W. Mailliard, III, presided and introduced Andrews.

Declaring that the new administration of the Bureau will be marked by a "reasonable attitude and proper administration," Andrews outlined a four-point program for more efficient administration, including:

Chamber Action

of the Past Two Weeks

Here are highlights of recent Chamber action designed to strengthen San Francisco, the Bay Region—and your business:

1. Presented Commissioner of Internal Revenue at luncheon event (P. 1)
2. Took action on re-location of California Relief Map (P. 2)
3. Began new "Trade Tips" service bulletin for members (P. 3)
4. Completed plans for big World Trade Fair at Palace Hotel (P. 1)
5. Made goodwill visit to Santa Rosa (P. 1); planned another to Marysville (P. 2)
6. Sponsored meeting with GSA officials to aid selling to government (P. 2)
7. Engaged in chemical industry educational program with youth (P. 2)
8. Scheduled special luncheon (P. 4)

1. Elimination of 35 million of the 55 million individual tax returns. This will be accomplished in a joint venture with the Social Security Board.

2. Expansion of an educational program for taxpayers. A pilot program has been operated successfully in high schools. Educating taxpayers to fill out their own forms will do much, Andrews said, to reduce Bureau overhead.

3. Expansion of research and planning activities in order that the Bureau may function more efficiently.

4. Expansion of the training program for Bureau employees in order to develop a "more competent and highly skilled group of career civil servants."

The Center of Things

Editorial Page

San Francisco Examiner

Reproduced below is a recent editorial in the EXAMINER which points up the value of San Francisco Chamber work from the area-wide viewpoint. It is reprinted here in the interests of wider understanding by Chamber members of the philosophy under which this organization works for regional development: "what benefits the San Francisco Bay Area benefits San Francisco."

HOW SAN FRANCISCO dominates the west coast in business and serves to develop central and northern California is concisely presented in the 1952 annual report of the San Francisco Chamber of Commerce just issued.

The report, in summary form, presents seventy-five points of chamber of commerce activity, all of which either contribute to the progress of the city or the welfare of the surrounding territory.

Naturally the activities of the commercial organization are aimed at benefiting the city, but since it is understood that the strength of the city depends on the growth and prosperity of the Bay area and of this section of the State, many of these promotional moves are aimed at aiding interests beyond the peninsula.

Nearly all of the seventy-five lines of activity of the San Francisco Chamber of Commerce have ramifications that extend beyond the city's limits, while all of them do something for the city's progress.

Tri-City Aviation Group To Meet In Los Angeles

Representatives of the San Francisco Chamber will investigate statewide aviation matters at the fourth annual meeting of the Tri-City Aviation Council on June 22 in Los Angeles. Clay Bernard, Aviation Section Chairman, announced this week.

Aviation groups of the San Francisco, Oakland and Los Angeles Chambers comprise the Tri-City Council. Transportation to the coming meeting will be furnished to as many as 10 Aviation Section members.

Members of the California Aeronautics Committee will also attend the meeting. On the agenda will be aviation legislation, airport problems, and the civilian phase of the California Air National Guard.

Revenue Move Lauded

Announcement by the Bureau of Internal Revenue of establishment of the District Commissioner's office for the Western states in San Francisco brought praise from G. L. Fox, Chamber General Manager, as "a logical move which the Chamber has urged since establishment of the district offices last year. It will locate the office in the center of the West Coast's financial, business, industrial and governmental activities and make for economy and better service to the taxpayers."

The San Francisco office will open after the Los Angeles office is abolished July 1.

Chemical Book Presented To Students By Chamber

As an educational service to youths interested in chemistry as a profession, the Chamber's Chemical Industries Section is currently distributing a new "facts book" to all high schools, junior colleges and parochial schools in northern California that offer science courses, it was announced this week by George R. Monkhouse, Section Chairman.

Members of the Section at their own expense, but through the Chamber's facilities are mailing copies of "The Chemical Industry — Facts Book" published by the Manufacturing Chemists' Association, Inc. The book contains 15 chapters explaining the chemical industry to laymen. Aiding in the compilation of data were more than 200 officials of chemical companies.

Marysville Trade Visit

"Next stop — Marysville!"

That was the word this week among members of the Chamber's Inter-City Section as they planned their next "flying squadron" goodwill visit for June 24.

Approximately ten members of the Section, whose goal is to enhance trade relations between San Francisco and neighboring cities, will take part in the one-day visit to Marysville. They will be led by John Barrett, Jr., chairman for the trip.

Businessmen Learn How To Sell GSA

More than 100 businessmen learned how to sell to one of the world's largest buyers — the federal government's General Services Administration — at a luncheon meeting May 29 sponsored by the San Francisco Chamber's Government Purchasing Sub-committee.

Meeting with local officials of the GSA, which is the central purchasing agency for some 150 federal offices in this area, the businessmen were told in detail how to go about selling any of the three million items purchased by the government.

J. W. Mailliard, III, Chamber President who was principal speaker at the gathering, pointed out that the Chamber worked with GSA to bring about an increase in the amount of goods purchased locally by this activity. As a result, over \$250,000 worth of goods will be purchased each month in addition to the \$600,000 that was formerly spent by the San Francisco office.

Commenting on GSA functions, Mailliard said, "For many years the San Francisco Chamber of Commerce has been on record as favoring the economical operation of government activities. The GSA represents exactly this step, coming as it does, out of the recommendations of the Hoover report. Its centralized purchasing activities will result in many savings to the government and you taxpayers."

James E. Holbrook, chairman of the Chamber's Sub-committee, presided and introduced Robert B. Bradford, GSA regional director, and members of his staff. Holbrook also reviewed the Chamber's efforts to bring about a closer relationship between the business community and GSA.

Members of Bradford's staff outlined in detail GSA purchasing methods and construction-repair activities.

Chamber Suggests Home For California Map

The Chamber this week was pursuing discussions with the Recreation and Park Commission aimed at finding a permanent home in Golden Gate Park for the much-discussed 450-foot relief map of California.

New meetings were proposed with Louis Sutter, president, and David E. Lewis, general manager, of the Commission to discuss

further the possibility of moving the map temporarily into the Palace of Fine Arts until a shelter may be built for it in the vicinity of the band concourse in the Park.

The concourse area was selected as the "one logical and appropriate location" for the map by a Sub-committee of the Civic Development Committee headed by Herbert M. Chisholm May 27 after several weeks' study of all possible sites.

The Sub-committee's recommendation was approved by the Chamber's Board of Directors. (Continued on Page 4, Column 1)



H. M. Chisholm

WHAT'S GOING ON

In Committee Meetings

VALLEY DAYS—June 11, 11 a.m. 1st Floor Conference Room, Chamber.

Agenda: Discussion of final plans for coming "Valley Days" event.

INDUSTRIAL DEVELOPMENT COMMITTEE

—June 12, 1953, Commercial Club, 12:15 p.m.

Agenda: Reports from several sub-committees and new developments regarding proposed produce market site.

TRAFFIC INVENTORY SUB-COMMITTEE

—June 15, 1953, Room 200, Chamber, 10:30-12 noon.

Agenda: Discussion of traffic inventory.

AVIATION SECTION — June 16, 1953, Bar-delli's, 11:45 a.m.

Agenda: Planning of luncheon to commemorate 50th Anniversary of powered flight. Instructing delegates to Tri-city Aviation Council meeting in Los Angeles, June 22.

MUNICIPAL CONFERENCE—June 16, 1953, Room 200, Chamber, 3:30-5:00 p.m.

Agenda: Address by Mr. Marvin Lewis regarding proposed plan for five-cent bus fare for shoppers in downtown area.

PUBLIC HEALTH SECTIONS SUB-COMMITTEE

—June 17, 1953, First floor conference room, 11 a.m.

Agenda: Discussion of health problems of the aging.

Chamber Survey Shows Big Gains In 50 Years

The Chamber's Research Department has compiled a special report on San Francisco's development which shows that business activity has increased more than two thousand per cent in 50 years.

The report also shows that wholesale trade has increased 234 per cent in 26 years and retail trade has increased 194 per cent in that period.

Business activity showed an index of 4.9 in the year 1900, the report states. In 1940 this had risen to 47.7 and by 1950 to 108.4—over 22 times the 1900 figure. (The 1952—most recent—index was at 126.3.)

Wholesale and retail sales in the year 1926 were pegged respectively at \$1,430,-882,600 and \$442,173,600. In 1952 they were, respectively, \$4,780,000,000 and \$1,300,000,-000.

As for population, the specialized report shows a 126.2 per cent rise in the 50 years since 1900 when population was 342,782. In "gainfully employed residents," the 50-year increase has amounted to 105.8 per cent there were 337,200 gainfully employed in San Francisco in 1950; estimates for 1952 peg this at 468,000.

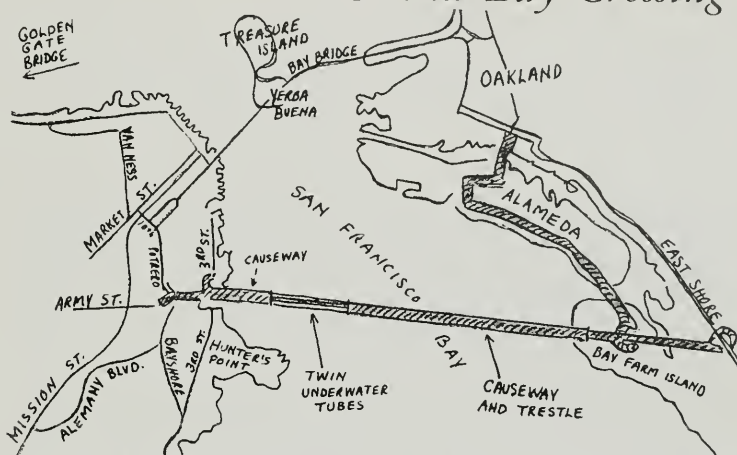
Manufacturing, measured by "value added by manufacture," gained 1,258.6 per cent in the 50 years since 1889. In 1952 the value was \$727,684,000.

San Francisco Selected For Sporting Goods Show

The "West's largest sporting goods trade show," the annual Western Market Week, will be held in San Francisco November 1-3 for the first time in four years, it was announced this week. It will be sponsored by the Western Sporting Goods Dealers Association and the National Sporting Goods Association.

"We look on the return of this important

PROGRESS — A Second Bay Crossing



TOPS IN NEWS to Bay Region citizens this week and foremost in the minds of Chamber members in the category of "battles won and progress made" was announcement that Acting Governor Goodwin J. Knight had signed into law the Dolwig Bill calling for a southern crossing of San Francisco Bay with a western terminus in the vicinity of Army Street. The Chamber had long ago joined major San Francisco groups in urging such ac-

tion, and looked this week on the signing of the Dolwig Bill as an important victory for progressive San Franciscans.

Shown in the diagram above (taken from a SAN FRANCISCO EXAMINER drawing) is the way the new southern crossing will appear if provisions of the Dolwig Bill and findings of the State Engineer's office are combined. The approaches shown here are decreed by the bill but the exact termini of the span are yet to be fixed.

Low Postal Rates For Magazines To Japan

"Magazines For Friendship, Inc." of Pasadena, California, has announced that Californians may now send cartons of magazines to the U. S. Information Service in Japan and Korea at new low parcel post rates.

G. L. Fox, San Francisco Chamber General Manager, said a communication from the organization made it clear San Franciscans may send cartons weighing 20 pounds for only 39c postage. He commended the purpose of the mailings which according to the organization is to "start your own one-man Marshall Plan of Ideas in the Orient at little cost or trouble."

A list of approved magazines together with complete details in connection with the project may be secured from "Magazines For Friendship, Inc." in care of the Pasadena Chamber of Commerce, 181 South Los Robles, Pasadena, California.

Fox Member Of Panel At Women's Club Session

"Leadership in a community" will be discussed by Chamber General Manager G. L. Fox when he appears as one of three panel members at a meeting June 16 of the Business and Professional Women's Club of San Francisco, Inc.

The "leadership" theme will guide discussions at the evening meeting which is one in a monthly series. Other speakers will be Judge Twain Michelson and the Rev. Karl Olson.

The show to San Francisco as an indication of the impact of this city's growth as a market center on the thinking of manufacturers everywhere," Chamber General Manager G. L. Fox, said.

City Growing As Center For Big Market Showings

Fifteen specialized market showings in San Francisco are scheduled between now and this fall, according to a report compiled last week by the Chamber's Domestic Trade Department. They begin with the West Coast Salesmen's Association showing of women's and children's apparel and accessories, June 13-18, and end with the Sixth Annual Western Market Week display of sporting goods November 1-3.

Other showings include those of the Western Children's Travelers, Juvenile Brand Wagon, Golden Gate Travelers' Association, San Francisco Fashion Industries, World Trade Fair, "Calmac" Fall Market Week, and Western Lamp Picture Show.

The Domestic Trade Department's report on these showings includes dates, locations, sponsoring organizations, officials to contact, products displayed, areas served, estimated attendance and estimated exhibitors. Copies are available to members.

"Tips" To Be Mailed Separately

Beginning this week, the Chamber's "Domestic Trade Tips" compiled by the Domestic Trade Department will be mailed to interested members in separate bulletin form. A list of trade opportunities often described as "invaluable" by those who received it, "Tips" have in the past been available at the Chamber and occasionally run in Bay Region Business.

The new bulletin service will insure prompt receipt of the information at regular intervals. Members who wish to be placed on the mailing list should call EX 2-4511, Ext. 56.

You Are Invited To Attend A

LUNCHEON SALUTING THE WORLD TRADE FAIR AND JR. CHAMBER INTERNATIONAL CONGRESS

Thursday, June 25—12 Noon—Rose Room, Palace Hotel

Jointly sponsored by the San Francisco Chamber of Commerce
and the World Trade Association

Principal Speaker:

REDINGTON FISKE

EDITOR, "EXPORT TRADE & SHIPPER"

"Changing Attitudes of American Business Toward World Trade"

Plan now to attend this event! It will provide an excellent opportunity for "senior" business men of San Francisco to meet and talk with junior business executives from abroad — delegates to the congress from more than 25 countries.

Tickets at \$3.00 may be purchased now from the Chamber, 333 Pine Street,
San Francisco 4; Telephone EXbrook 2-4511

Chamber Urges Park Location For Map

(Continued from Page 2)

rectors May 28 and the same day was presented formally before a meeting of the Recreation and Park Commission by General Manager G. L. Fox and Civic Development Department Manager Harold V. Starr.

At that time the Commission moved that the Golden Gate Park site, together with another in Suto Heights, be thoroughly explored by Sutter and Lewis.

School Children Write

Meanwhile, public feeling in favor of "saving the map for San Francisco" extended to the public schools and students themselves as hundreds of letters from lower-grade pupils poured into the Chamber asking the organization to "do its best to keep our California map."

The Kate Kennedy School made the letter-writing a project for many of its grades. One hundred sixty-four such letters in child-like handwriting were received: 18 from first grades, three from second grades, 18 from third grades, 31 from fourth grades and 94 from fifth grades.

"The map helps school children," many wrote. Typical of the letters was the following, signed by "Joan Person, classmates and S. F. School children":

"We, the school children of San Francisco, would like it very much if San Francisco keeps the large map of California. Be-

sides being very beautiful, it is very interesting.

"If it is moved, please move it someplace in San Francisco and not to Los Angeles.

"It has been here so long. Why can't it stay here?"

Aimee K. Gish, principal of the Kate Kennedy School, wrote in response to the Chamber's action as reported in the newspapers. She reiterated the importance of the map to school children and congratulated the Chamber for its work in retaining it.

Chisholm said the Golden Gate Park location would satisfy the "three requirements" of ready accessibility to visitors and school children, attractive surroundings and maximum economy in moving it.

His Sub-committee's recommendation involved only the site. If this is approved, the group may, if assigned the problem, undertake a recommendation as to financing the move and the actual housing of the map.

It must be moved from the Ferry Building by August 1 to make way for remodeling of the building into a World Trade Center.

Hitting The High Spots

With Walt Brown

BREWING IN CHAMBER COMMITTEES: Enlarged convention facilities—12 civic leaders, forming a special committee with Civic Development Dept. Mgr. Harold V. Starr as secy., are quietly moving up on the problem of better convention facilities for SF; you'll be hearing from them soon. . . . **"Valley Days"**—The Inter-City Comm. is busy planning a big trade event for 150 San Joaquin Valley businessmen in August. . . . **Aviation Anniversary Luncheon**—Cloy Bernard and his Aviation Section are investigating the possibility of a special luncheon commemorating the 50th anniversary of powered flight which will be tremendously interesting if it goes through. . . . **Municipal Conference**—Supervisor Marvin Lewis' plan for a 5c bus fare for shoppers in the downtown area will be heard at a meeting June 16 in the Chamber. . . . **HERBERT M. CHISHOLM** of the Civic Development Comm. has been elected a Director of the SF Advertising Club. . . . **LEN GROSS**, formerly of the Fairmont Hotel and at one time publ. mgr. of the SF Chamber, announces establishment of his own advertising-public relations firm at 408 Stockton St. . . . **SANTA FE RAILWAY** has announced plans for a new streamlined train service between SF and Chicago, the train to be named "San Francisco Chief." . . . **ESQUIRE MAGAZINE**, current issue, salutes Geary St. between Powell and Grant Ave. in an article titled "Golden Mile." Stores will be shown on a street map and a colored fold of Geary St. . . . **HOLIDAY MAGAZINE**, July issue (out June 20) will give an "award" to SF in its article, "Travel North America." Awards will also be extended four restaurants in SF: Bardelli's, Amelio's, Trader Vic's and Jack's. . . . **THE SALINAS RODEO**, always an exciting event, promises to be better than ever this July 16-19, according to all reports. . . . **WESTERN AIR LINES, INC.** recently gave new evidence of the air transportation industry's rapidly-growing importance in western economy by announcing that its employees in 11 California cities received more than \$5,000,000 in pay during 1952. . . . **EVANSTROM COMPANY** is the unique name (taken from its organizers' names, J. M. Evans and V. A. Strom) of a firm which recently established at 22 Battery St., SF, for the distribution of chemical additives for the petroleum and allied field. . . . **THE OGDEN (UTAH) CHAMBER OF COMMERCE** offers to handle reservations for San Franciscans wishing to take in the June 24 world's light-heavyweight championship bout between Archie Moore and Joey Maxim. Ring-side reserved seats are \$20 and other reserved seats, \$12, \$8 and \$5.

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WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Luncheon Today For Redington Fiske

In a salute to the benefits of two-way foreign trade exemplified by this week's Sixth Annual World Trade Fair, the Chamber and the World Trade Association will sponsor a luncheon this noon featuring an address by Redington Fiske, editor of "Export Trade and Shipper."



Redington Fiske

Mr. Fiske will speak on "Changing Attitudes of American Business Toward World Trade," in the Rose Room of the Palace Hotel.

Guests of honor will be members of the San Francisco Consular Corps and officials of the Junior Chamber International Congress, now in progress in San Francisco.

Chamber President J. W. Mailliard, III will officiate.

Tickets for the luncheon may be purchased at the door this noon.

Hawaiian Trade Trip Registration Rises

Registrations for the Chamber's trade development trip to Hawaii, scheduled for October 8-19, were on the upswing this week, according to George F. Hansen, Chairman of the Hawaiian Affairs Section.

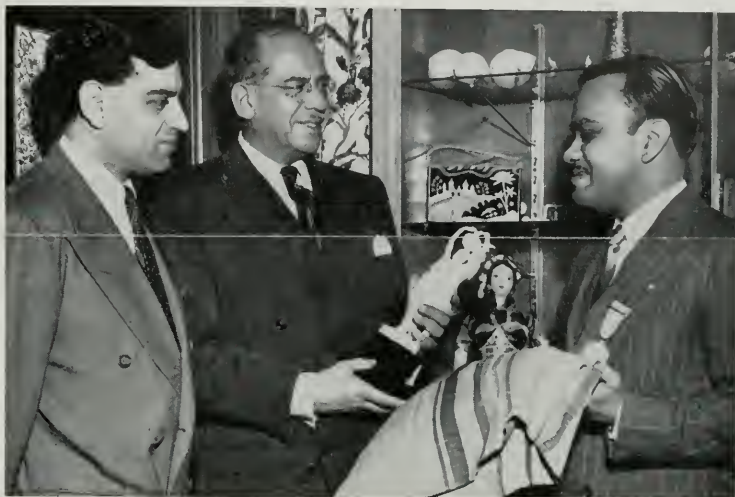
He reported the following persons already registered, and urged others interested to contact the Chamber as soon as possible:

Mr. and Mrs. J. Frank Barrett, Mr. and Mrs. John F. Barrett, Jr., Mr. and Mrs. Thomas Dee, Mr. and Mrs. Pierce E. Cromwell, Mr. and Mrs. Alfred Goss, Mr. and Mrs. O. C. Hansen, Mr. and Mrs. George McKeever, Mr. and Mrs. Elmer Ross, Mr. and Mrs. E. B. Schwinger, Mr. and Mrs. Leo Sievert, Mr. and Mrs. D. J. McGanney, Mrs. Grace Triebisch and her daughter, Mrs. Joanne Brandon, Mr. and Mrs. J. W. Mailliard, III, Dr. and Mrs. J. E. Hobson and Mr. and Mrs. E. D. O'Brien.

Chamber Arranges Meet For Electronic Firms

In cooperation with the Air Force, The Chamber this Tuesday sponsored a special meeting between local electronics manufacturers and Air Force officers for the purpose of exploring research and development facilities for new projects contemplated by the Air Force.

Firms invited were those specified by the security office. Discussions were led by Dan G. Sully, contracting officer, Wright Air Development Center.



GEORGE E. TALMAGE (above, center), Chairman of the World Trade Fair, is shown examining some of the products being exhibited at the Palace Hotel by the Consulate General of India. On the left is Mr. Asim Husain, Consul General of India and on the right is U. S. Lal, representative of an Indian import-export firm, in town attending the Junior Chamber International Congress. Products from 23 countries are on display at the Fair which runs until Sunday.

Sixth Annual World Trade Fair Opens At Palace With 23 Nations Exhibiting

Thousands of products imported through the Golden Gate from 23 countries of the free world were put on public display yesterday with the opening of the Sixth Annual San Francisco World Trade Fair in the Palace Hotel.

Admission-free, the gigantic exhibit is

expected to draw some 50,000 persons by the end of its five-day run on Sunday, June 28, according to George Talmage, Chairman of the International showing.

Sponsored by the Chamber and the World Trade Association, the Fair is an annual event designed to show citizens how world commerce through the Port of San Francisco supplies products used in their daily living. Travel and vacation-land attractions in foreign countries are also featured in attractive exhibits "showing the glamor and color of far-away places."

In addition to the general public's enjoyment of the fair, Talmage reported an expected attendance of thousands of buyers from many parts of the West.

Hours for visiting the Fair are from 12 noon to 10 p.m. through Saturday, and on Sunday, from 12 noon to 6 p.m. The entire Gold and Concert rooms of the Palace Hotel are being used for the exhibits, with an "overflow" into the smaller rooms adjacent.

Countries exhibiting are: Belgium, Canada, Cuba, Denmark, Formosa, France, Germany, Great Britain, Hong Kong, India, Italy, Japan, Korea, Mexico, The Netherlands, Norway, Pakistan, Philippines, Sweden, Switzerland and Turkey. South American and Central American products are also on display.

Chamber Action

of the Past Two Weeks

Here are highlights of recent Chamber action designed to strengthen San Francisco, the Bay Region—and your business:

1. Presented Sixth Annual World Trade Fair (P. 1)
2. Sponsored community luncheon featuring address by Redington Fiske (P. 1)
3. Continued plans for Hawaiian trade development tour (P. 1)
4. Planned special aviation event (P. 2)
5. Completed report to membership on legislative affairs (P. 3)
6. Took stand on anti-trust legislation (P. 4)
7. Continued action in produce market site study (P. 4)
8. Urged amendment of price support laws (P. 2)

Bay Region Industrial Expansion Gains Almost 100 Million Dollars Over 1952

A near-100 million dollar gain in Bay Region industrial expansion for the first four months of 1953 over the same period last year was revealed this week in a survey just completed by the Chamber's Industrial Department.

A total of \$153,764,250 was committed through April in new plants and expansions in the 12-county region, compared to \$61,038,455 for the first four months of 1952, the report showed. More than \$7 million of this went to San Francisco, creating a total of 456 new jobs.

For the single month of April, six new plants and 19 expansions brought commitments of \$3,817,250. In all of Northern California (48 counties) the total for April was \$4,495,250.

"In the light of overall industrial expansion throughout the nation, we find the San Francisco Bay Region getting its

ample share," the report stated, noting that the rest of the year looks even better because most groups are scheduling third-quarter capital outlays at or above first-half rates.

Automotive activities remained the most important field for outlays during April, the survey showed.

Here are cumulative totals through April:

San Francisco			
2 New Plants	\$ 65,000	35 Jobs	
17 Expansions	7,114,250	421 Jobs	
19 Projects	\$ 7,179,250	456 Jobs	
Bay Region (12 Counties)			
35 New Plants	\$117,003,400		
96 Expansions	41,760,850		
131 Projects	\$158,764,250		
Northern California (48 Counties)			
43 New Plants	\$117,633,400		
112 Expansions	45,996,977		
155 Projects	\$163,630,377		



INTER-AREA RELATIONS: Fifteen year old Doris Jackson of Shasta County, named "Queen of the Shasta Damboree" at the recent annual celebration based on tourist attractions of the dam area, was a guest of the Chamber and Southern Pacific Company last week in a tour of San Francisco. She is shown above with Chamber President J. W. Mailliard, III and T. Louis Chess, Southern Pacific passenger agent. She presented Mr. Mailliard with a box of frozen fish from Shasta Lake.

Amendment Of Support Laws For Grain Asked

The Chamber's Board of Directors has voted to request Congressional amendment of present price support laws on corn and feed grains, so that government-owned feed may be made available to livestock producers at a parity price comparable to that of livestock.

The Chamber pointed out that the government cannot sell price-supported corn at less than 105 per cent of parity — a "price beyond the ability of livestock people to pay."

Aviation Event Planned

A major Chamber luncheon, spearheaded by the Aviation Section, will be organized to commemorate the 50th anniversary of powered flight, Friday, July 10, it was announced this week by Clay Bernard, Aviation Section Chairman.

Ed Heinemann, chief engineer for the Douglas Aircraft Company, is expected as the principal speaker. Invited as co-sponsors of the luncheon will be the Oakland Chamber of Commerce and the Oakland and San Francisco Junior Chambers.

Complete details will be reported shortly, Bernard said.

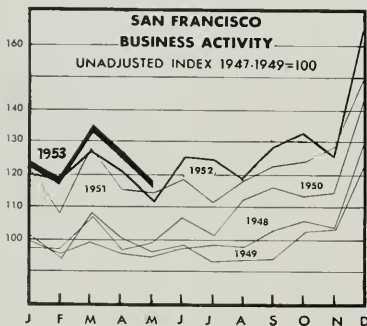
JCI LUNCHEON

Rounding out a full week of sessions and special events attendant upon the Eighth Congress, Junior Chamber International, this week in San Francisco will be a luncheon tomorrow noon in the Gold Room of the Fairmont Hotel with the Honorable James J. Wadsworth, Deputy United States Representative to the United Nations, as principal speaker. He will give an address titled, "The Business of Building a Free World." Chamber members interested in attending should telephone the Junior Chamber at EXbrook 2-4511, Ext. 38 for reservations.

Area Business Activity Continues At High Level

GENERAL BUSINESS TREND IN NEW HIGH AREA

The general trend of business conditions in the San Francisco Bay Area continued in a new high area during the three months period preceding June, closely paralleling last year's pattern. The 5 months cumulative exceeded a year ago by 4.5%.



EMPLOYMENT CONTINUES TO GAIN

Employment in the Metropolitan Area, estimated at 1,028,800 in May, reflected "across the board" improvement, moving slightly ahead of April and bettering last May by 4.2%. Contract construction employment, free from last year's industry disputes, was 45.3% above May last year or 21,900, accounting for nearly one-half of

the 43,300 year-to-year increase in the total employment of all industry groups. Manufacturing added 8,600 employees; transportation, communications and utilities 7,100; retail trade 4,300; finance, insurance and real estate 3,600; wholesale trade 1,100; and service 400. Government employment was down 3,600 from a year ago.

FINANCIAL TRANSACTIONS STRONG

May financial transactions, measured by bank debits, amounted to \$3.8 billion and were \$650 million or 20% above April, and \$324 million or 9.3% above last May. Shares traded on the San Francisco Stock Exchange rose 15.5% over May a year ago and market value rose 11.8%. Commercial failures came through the first 5 months with 68 compared to 67 a year ago.

TRADE DEMANDS UP

In the retail trade field in the Metropolitan area there were 170,800 persons employed in May or 4,300 more than last May, indicating a stronger demand. In wholesale trade 71,800 were employed or 1,100 more than last year. May department stores however, handicapped by one less trading day and only four Saturdays against five in May last year, were down 1% in the San Francisco-Oakland Metropolitan Area, 7% in Los Angeles and 5% in California, but the 5 months period sales were up 4%, 3% and 3% respectively.

TRANSPORTATION, COMMUNICATIONS AND UTILITIES

Growing rapidly, this industry group ac-

counted for 117,500 employees or 6.4% more than a year ago. May freight car movements in the San Francisco-Oakland switching limits exceeded last May by 6% and the 5 months cumulative movements were up 2.9%. During May 445 ships with registered tonnage of 2,092,126 called at San Francisco Bay ports, bringing the 5 months cumulative to 2,125 ships compared to 2,072 a year ago. Foreign cargo movements accounted for one-half of the revenue tonnage of the Port of San Francisco in May. In the utilities field, electrical energy sales rose 6% over last May, with the 5 months cumulative up 5.6%. Industrial and commercial water consumption was up 1.1% in May and 2% for the cumulative period.

OUT-OF-STATE VISITORS INCREASE

Travelers entering California by automobile through Northern California gateways during the first 5 months of 1953 numbered 602,882 or 20.8% above last year. Inter-city Bridge traffic is holding close to the similar period last year with the 5 months Bay Bridge vehicle crossings 0.1% below last year and the Golden Gate Bridge crossings 1.5% above last year.

INDEX TREND

The trend of the San Francisco Business Activity Index at 123.1 (1947-49 average=100) represents a new May high and exceeded last May by 9.6%, and the 5 months average of 124.8 represents an increase of 4.5% over similar period last year.

Report To The Membership

Legislative representation in behalf of the membership of the San Francisco Chamber of Commerce is one of the Chamber's many services to its members. A summary of the Chamber's legislative activity in your behalf during the 1953 Regular Session of the California State Legislature is shown in the following record. As a further service to members, the Chamber's Public Affairs Department provided information on status of pending legislation and furnished copies of bills to Chamber members during the Session.

Measures Passed

By Legislature

	Chamber Action	Significance
RAPID TRANSIT Appropriated \$400,000 to be matched with \$350,000 from the 9 Bay Area Counties to conduct a study of rapid transit.	Passage of the legislation strongly urged, in co-operation with San Francisco Bay Area Rapid Transit Commission, City officials and other interested civic organizations.	Finances rapid transit study tentatively scheduled to begin September 1, 1953.
STATE HIGHWAY PROGRAM Increased gas tax 1½¢ per gallon, diesel fuel tax ½¢ per gallon and approximately 33% increase in other highway user taxes including weight fees.	Chamber worked with highway user groups and other Chambers to obtain highway financing program.	Provides funds for acceleration of freeways in San Francisco. City will receive an estimated \$105,389,000 during 10-year period, an increase of approximately \$23,500,000.
SOUTHERN CROSSING Authorized construction of a bridge across the southern end of San Francisco Bay from Army and Third Streets to Bay Farm Island south of Oakland. Appropriated \$1,500,000 for engineering studies.	Chamber in cooperation with City officials supported legislation.	Provides legislative mandate for construction of southern crossing.
TAXES — STATE BUDGET Balanced the state budget against revenue estimates; need for new State General Fund Taxes was obviated.	The Chamber early in 1953 led local campaign and cooperated with other taxpaying groups statewide in opposing increased taxes.	The largest budget in State's history—\$1,279,694,750 for 1953-54 — adopted without new taxes.
JUNIOR GRAND NATIONAL \$65,000 appropriation to support Junior Grand National Livestock Exposition at the Cow Palace given preference position in the Fairs and Expositions Fund.	Passage of this legislation supported.	Junior Grand National will receive automatic support in future without necessity of annual recourse to Legislature.
COW PALACE Appropriated \$30,000 for needed repairs.	Favored by Chamber.	Will provide needed maintenance to structure.
PORT PROMOTION Increased expenditure provisions for traffic promotion by State Board of Harbor Commissioners.	Favored by Chamber.	Enables the undertaking of accelerated traffic solicitation and development program for the Port of San Francisco.
TIME OFF FOR VOTING Clarified Time Off For Voting law (requiring workers to show need for absence from work if employee is to be compensated).	Supported by Chamber.	Designed to correct widespread abuses under interpretation of present statute.
AIRCRAFT TRANSPORTATION BROKERS Provided controls for aircraft transportation brokers operating in intra or inter-state commerce.	Supported by Chamber.	Eliminates misleading, deceptive, confusing and unfair advertising and selling practices in air travel for protection of public.

Measures Defeated

By Legislature

	Chamber Action	Significance
F. E. P. C. Establishment of a Fair Employment Practices Commission and policy declaration.	Opposed by Chamber.	Would impose punitive and unnecessary orders and regulations on business and industry.
BUSINESS LICENSING State licenses for psychiatric technicians, bartenders, automobile wreckers, radio and television set repairers, interior decorators, cold storage plant operators, welders.	Opposed by Chamber.	Would increase governmental regulations and create unnecessary bureaus and individual restrictions infringing upon the free enterprise system.
COMPARATIVE NEGLIGENCE Substituting doctrine of comparative negligence for historical doctrine of contributory negligence in California.	Opposed by Chamber.	Substitution of scheme of awarding damages, based upon percentage of negligence of the defendant would substantially increase the cost of insurance, multiply claims, and clog the courts.
LABOR-MANAGEMENT Legislation to set \$1.25 an hour minimum wage, establish State Labor Relations Board and conditions of employment of females in domestic industry.	Opposed by Chamber.	Would work hardship upon business and the public in California and complicate labor negotiations.
HEALTH INSURANCE Establish a prepaid health service system and, in effect, a compulsory health service plan.	Opposed by Chamber.	Would create a form of socialized medicine under State control of funds, health services, etc., with threat of deterioration of quality of medical service.

Chamber Urges Further Studies Of Market Site

The Chamber's Board of Directors has requested the San Francisco Department of City Planning and the Chamber's Industrial Development Committee to:

(1) make studies of the present produce market area to determine the "highest and best" uses for the area in the event a new market site is acquired, and

(2) investigate ways of interesting private capital in the redevelopment.

With many members of the Wholesale Fruit and Produce Dealers Association committed to the principle of establishing a new produce market, and the work of locating a desirable site virtually completed, the Board hopes the studies will provide the incentive for a voluntary move by all operators in the district.

C of C Stand On H.R. 467

The Chamber this week went on record in opposition to H.R. 467 which would amend the Clayton Act by granting a right of action for damages to the United States and establishing a six-year statute of limitations for the bringing of damage actions under the Act.

Reasons for opposing the amendment according to Vincent Cullinan, Chairman of the Chamber's Legislative and National Affairs Section, were (1) it would give the Government a right to sue anyone for damages for alleged violations of the Anti-Trust law, (2) establish a six-year statute of limitations for the commencement of anti-trust cases, (3) give this six-year statute retroactive application and (4) suspend the running of the proposed six-year statute as to private treble-damage suits during the pendency of any action by the United States Government to recover damages on its own behalf.

WHAT'S GOING ON

In Committee Meetings

VALLEY DAYS COMMITTEE—June 25, 1953, First floor conference room, 11 a.m.-12 noon.

Agenda: Discussion of completed plans and financing for Valley Days program.

VALLEY DAYS FINANCE COMMITTEE — June 25, 1953, First floor conference room, 9:00-11:00 a.m.

Agenda: A review of sponsorship plan for the 1953 event.

CHEMICAL INDUSTRIES SECTION — June 25, 1953, Fairmont Hotel, 12:15 p.m.

Agenda: A review of action taken by 1953 California State Legislature. Discussion of plastic industry directory. Further suggestion for annual field trip.

WORLD TRADE ASSOCIATION — June 25, 1953, Rose Room, Palace Hotel, 12 noon.

Agenda: Address by Redington Fiske on "Changing Attitudes of American Business Toward World Trade."

"KEEP GREEN" COMMITTEE—June 25, 1953, Room 200, Chamber, 10:45-12 noon.

Agenda: Discussion of need for educational program on forest fire prevention.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published every other week at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EX-3300 2-4311. (Subscription One Dollar a year.) Entered as Second Class Matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879

Hitting the High Spots with Walt Brown

DAN A. GILES, cashier and asst. socy. of the Dinwiddie Construction Co., has accepted chairmanship of the Chamber's Urban Redevelopment Subcommittee of the Civic Development Comm. . . . "CONGRATULATIONS on your 50th anniversary!" was the essence of a message from President Mail-lord early this month to the S.F. Advertising Club in which notice was taken of "the splendid accomplishments of the Club during the half century it has served to enhance the importance of advertising to S.F." . . . JOHN P. FIGONE's taking the oath of office as a new Supervisor last week was lauded by Chamber Gen. Mgr. G. L. Fox, who was one of several speakers in the Supervisors' chambers. . . . S.F. RETAIL OUTLETS captured 36% of the nine-county Bay Area business during the first

quarter of '53, the Chamber's Research Dept. reported this wk. in a special study. . . . THE SANDY SPILLMAN television show (2:30-3 p.m. weekdays, KPIX) is starting audience-participation programs . . . visitors up to 50 welcome! . . . WHITE BROTHERS "hardwood headquarters" of SF and Oakland are celebrating 81 years in business, according to W. J. White, pres. and D. F. White, gen. mgr. . . . GERMANY has opened an exhibit of about 130 large-scale photographs illustrating the German post-war architecture in the De Young Memorial Museum; the exhibit will run until July 6. . . . TWELVE MEMBERS of the Chamber's Aviation Section, headed by Chairman Cloy Bernard, attended important sessions of the Tri-City Aviation Council Monday in Los Angeles; you'll be hearing a report from them, soon.

FIVE-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	MAY 1953	% FROM 1952	5 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS	Total Number	123.1	124.8	4.5
Residential, New	Value	690	3,586	11.3
Dwelling Units	Value	3,116,009	21,354,816	21.9
Single-Family Units, New	Number	1,051,250	6,791,350	74.0
Non-Residential, New	Number	101	720	73.9
Addns. Alterations and Repairs	Value	67	369	17.5
REAL ESTATE—Deeds Recorded	Value	768,875	9,577,117	43.3
REAL ESTATE—Deeds Recorded	Number	1,295,884	4,971,349	-27.3
*RETAIL DEPARTMENT STORE SALES	Index	1,535	7,931	2.2
FINANCE —Bank Debits	\$100	113	104	4.0
Postal Receipts	\$	3,011,889	10.2	15,382,886
S. F. Stock Exchange	Shares Traded	2,730,664	4.6	13,209,349
Market Value \$		1,354,001	15.5	8,689,584
COMMERCIAL FAILURES	Number	15,993,654	11.8	92,412,463
INDUSTRY TREND—6 Bay Area Counties	Total Employed	14	68	1.5
Manufacturing	(Employed, No.)	1,028,800 (p)	4.4	1,020,380 (v)
Construction, Contract		215,700 (p)	4.2	212,160 (v)
Finance, Ins., Real Estate		67,000 (p)	45.3	66,020 (v)
Retail Trade		35,000 (p)	5.9	64,260 (v)
Wholesale Trade		170,800 (p)	2.6	170,660 (v)
Service		71,800 (p)	1.6	71,620 (v)
Trans. Comm. & Utilities		206,400 (p)	0.2	205,440 (v)
Agriculture		117,500 (p)	6.4	116,680 (v)
Govt.—Fed., State, City		22,000 (p)	6.3	18,700 (v)
Other		90,500 (p)	-3.8	92,200 (v)
PLACEMENTS IN SAN FRANCISCO	Total	2,100 (p)	0.0	2,200 (v)
TRANSPORTATION FRT. Car Movements	Number	1,926	-21.7	9,791
S. F. Airport—Planes In and Out	Number	15,139	9.3	75,669
Passengers Off and On	Number	9,324 (a)	6.2	36,732 (b)
Air Mail Loaded & Unloaded	Lbs.	155,081 (a)	7.9	577,964 (b)
Air Express Loaded & Unloaded	Lbs.	2,418,764 (a)	2.3	9,425,062 (b)
Air Freight Loaded & Unloaded	Lbs.	547,193 (a)	11.2	2,070,896 (b)
Rail Express Shipments	Number	3,001,083 (a)	7.5	11,863,324 (b)
PORT OF SAN FRANCISCO—Revenue Tons	Total	101,618	-11.9	539,410
Coastwise	Revenue Tons	463,957	-5.0	2,363,311
Intercoastal	Revenue Tons	12,779	30.2	53,029
Foreign	Revenue Tons	42,759	1.7	178,536
CARGO VESSELS (S. F. Bay)—Arrivals	Number	202,917	-11.8	1,127,568
Millions of Registered Tons		445	0.7	2,125
UTILITIES—Ind. and Comm. Gas Sales	Cu. Ft.	2,092,126	2.2	9,934,383
Elec. Energy Sales—K.w. hours	Cu. Ft.	1,293,840,500	3.7	7,290,491,500
Water Consumption—Comm. and Ind.	Cu. Ft.	121	6.1	131
NEW DEVELOPMENTS—Tourist and Settler	Inq. No.	199,919,500	1.5	785,439,500
Bay Bridge Vehicle Crossings	Number	1,174	0.9	5,372
Golden Gate Bridge Vehicle Crossings	Number	2,632,830	-0.3	12,545,108
FRUITS AND VEGETABLES RECEIPTS	Carlots	1,046,035	-2.3	4,589,944
LIVESTOCK SLAUGHTER (Insp. Dist.)	Number	(n)	0.0	(n)
*S. F. LIVING COSTS—All Items	Index	162,315	4.4	808,565
*RETAIL FOOD	Index	113.9	-1.6	114.0

*New Series (1947-49 Avg.=100) (a) April latest; (b) 4 months avg.; (p) Preliminary estimate; (v) Preliminary 5 months average; (n) Not available. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chambers Join In Salute To Powered Flight



Edward H. Heinemann of Douglas Aircraft Company—designer of the "Skyrocket."

Fifty years of American aviation progress will be saluted tomorrow in San Francisco when aviation, civic and business leaders of the Bay Area gather at a luncheon commemorating the half-century milestone of powered flight.

Edward H. Heinemann, chief engineer at the El Segundo division of Douglas Aircraft Company, and creator of the rocket-powered "world's fastest" D-558-II Douglas Skyrocket, will be the principal speaker at the noontime event which will be held in the Rose Room of the Palace Hotel.

Sponsors are the San Francisco Chamber of Commerce, Oakland Chamber of Commerce and the Junior Chambers of Commerce of both San Francisco and Oakland.

At the head table in addition to Chamber and city officials will be representatives of every phase of aviation, according to Clay Bernard, Chairman of the San Francisco Chamber's Aviation Section, which spearheaded arrangements for the event.

Special exhibits will show models of aircraft from the Wright Brothers era as well as from the present jet-powered age.

Heinemann as principal speaker will present a "preview of the next 50 years in aviation."

Acclaimed as a modern aeronautical genius, he is the recipient of one of aviation's most coveted prizes — the Sylvanus Albert Reed award — for his creation of the rocket-powered Skyrocket. In addition to this craft, he has designed and built the United States' first operational supersonic jet fighter plane, the Navy's F-4-D Skyray, which is now in production in California.

Chamber members and others who have not as yet secured tickets for the colorful event may do so today and tomorrow morning by telephoning EXbrook 2-4511, Ext. 57.



Famed Douglas "Skyrocket" — world's fastest piloted aircraft.

Chamber Proposes Transit Authority

The Chamber last week proposed to the San Francisco Board of Supervisors' Joint Judiciary and Public Utilities Committee a detailed "suggested outline of provisions" for establishment of a Transit Authority. The plan, developed by the Chamber's Civic Development Committee and Mass Transit Section, both headed by Alan K. Browne, calls for the supervision, management and control of municipal transportation facilities to be put under the exclusive control of an "authority to be known as the Transit Authority of the City and County of San Francisco."

The proposal is the result of more than a year's study, by the Chamber's Mass Transit Section, of operations in cities such as Boston, Chicago, Cleveland, Detroit, New York, Seattle and Toronto.

(Continued on Page 4, Column 1)

Benefits Of Highway Revenue Bill Told

The increased gas and highway users tax legislation, supported by the Chamber, will guarantee to San Francisco an estimated \$105,389,000 in the next 10 years, a gain of \$23,534,000, Richard M. Zettel, highway expert, told the Chamber's Traffic and Highway Section at a meeting June 25. Leonard S. Mosias, Chairman, presided.

Zettel, economic consultant and executive secretary of the Joint Fact-Finding Committee on Highways of the California Legislature, previewed the action of the 1953 legislature in connection with highway financing bills, and outlined the provisions of A.B. 2127 Lincoln enacted by the legislature June 10.

While the highway bill that was finally passed was far from the one suggested by the one suggested by the Joint Interim Committee, Zettel said expenditures in every county for state highway improvements will be considerably higher than they would have been if the 1953 legislation had not been enacted.

B. W. Booker, Assistant Highway Engineer

(Continued on Page 2, Column 3)



Leonard S. Mosias



Clay Bernard



B. W. Booker

Five-Cent Loop Service Urged By Chamber

In a move toward relieving traffic strangulation in the downtown area, the Chamber, one of the constituent members of the San Francisco Municipal Conference, has voted approval of Supervisor Marvin E. Lewis' proposal to establish a "Shoppers Special" bus service with a five-cent fare for off-peak hours in the central business district (approximately 10 a.m. to 3 p.m.), with about a 5 minute head-way.

The system has proved a success in many other large cities, according to Lloyd E. Graybiel, Chamber's conference delegate.



A. K. Browne

Chamber Action of the Past Two Weeks

1. Planned area-wide salute to aviation (P. 1)
2. Proposed detailed plan for San Francisco Transit Authority (P. 1)
3. Urged shuttle plan to relieve traffic congestion (P. 1)
4. Formed new Committee to educate in forest fire prevention (P. 4)
5. Prepared special brochure for Scouts (P. 4)
6. Concluded successful World Trade Fair (P. 2)
7. Supported cotton bill designed to maintain California cotton production (P. 4)
8. Took steps to secure S. F. eastbound inter-coastal service (P. 3)

Thousands Visit Sixth Annual World Trade Fair

Attendance By Buyers Greater Than Any Year

Thousands of persons from many parts of Northern California attended the Sixth Annual World Trade Fair sponsored June 24-28 at the Palace Hotel by the Chamber and its World Trade Association. Crowds were the largest ever experienced at the annual event, according to Kreidt & Myers, Fair managers, and George E. Talmage, Chairman of the Fair.

A larger percentage of visitors than ever before was made up of importers and buyers—an important fact to the nearly 100 exhibitors whose chief goal at the Fair was to bring their nation's products to the attention of America.

Countries represented by exporters' and manufacturers' exhibits numbered 23. Actual products shown were in the thousands. Booths extended throughout the Concert Room, Gold Ballroom, and adjacent smaller rooms.

Supervisor Marvin E. Lewis, who at the time was Acting Mayor of San Francisco, issued a public statement commending the Chamber and World Trade Association, on behalf of the City, in their presentation of the Fair.

"The increased interest in the Fair by other countries emphasizes their greater awareness of our growth in the West—and of

San Francisco's key role in that development," he said.

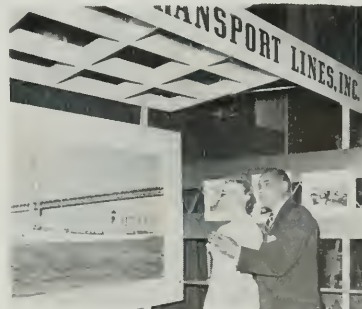
A highlight of the week was a special luncheon at the Palace which featured an address by Redington Fiske, editor of Export Trade & Shipper.



GUESTS OF HONOR at the Redington Fiske Luncheon June 25, saluting the Fair, were the San Francisco Consular Corps and "princesses" of 21 nations, dressed in national costume. Corps members are shown, above, seated at top table; princesses are at lower table. The colorful event was attended by hundreds.



SNAP! GOES THE RIBBON, and pop! go the photographers' bulbs (foreground) at colorful opening ceremonies, June 24, of the Sixth Annual World Trade Fair. Doing the honors, which resulted in the entrance of an estimated thousand persons (some can be seen in background) were Donna Rae Jack, "Queen" of the Fair, and Carlos P. Romulo.



GEORGE E. TALMAGE, Chairman of the Fair, shows his firm's exhibit to "Queen" Donna Rae Jack.

Highway Bill Benefits To City Described

(Continued from Page 1)

neer in charge of District Four, with headquarters in San Francisco, agreed that the new bill will enable a substantial reduction of deficiencies on existing main routes.

However, Booker warned, progress may be slow, particularly in the early stages of the program. The phenomenal growth of the state "will certainly bring new problems of congestion, requiring relocation and amplification of some existing routes which were not included in the current estimate of deficiencies," Booker said.

A.B. 1237, in brief, increases the gas tax 1½ cents; diesel fuel tax 2½ cents; plate fees \$2; driver's license \$1 for four-year period; and weight fees 33⅓ per cent.

The new legislation contains the "Mayo formula," under which the 45 northern counties receive 45 per cent of the highway funds guaranteed the counties and the 13 southern counties receive 55 per cent.

The fund guaranteed the counties is 60 per cent of the total raised, Zettel explained. The remaining 40 per cent is called "free" money and is used at the discretion of the state highway commission.

Under the formula, San Francisco had in 1947, enough deficiency in state highways to warrant 18.68 per cent of the northern counties funds.

After July, 1955, the ratio of 60 per cent of the funds guaranteed the counties will be increased to 65 per cent and the ratio of "free" money will be reduced to 35 per cent. Under this plan, San Francisco will receive 15.16 per cent for the next eight years.

It is estimated that under the legislation San Francisco will receive a total of \$105,389,000 in guaranteed funds in the next 10 years, a gain of \$23,534,000.

Shipping Service Urged By Chamber

A strong bid to maintain eastbound intercoastal shipping from the Port of San Francisco has been made by the San Francisco Chamber in a wire and letter to the Interstate Commerce Commission (ICC). The Chamber asked ICC approval of a July 1 application by the Waterman Steamship Corporation (Arrow Line) for temporary authority to extend its eastbound intercoastal service to New York and Boston from California ports (including San Francisco).

Walter A. Rohde, Department Manager, will appear in support of the Waterman application at a hearing in San Francisco July 16 before Chief Examiner Mullen of the ICC.

The only line now rendering the east-bound service, the Chamber pointed out, is the Luckenbach Steamship Company which has not called at San Francisco docks on eastbound voyages since April 4.

Action by the Chamber in behalf of the Waterman Steamship application has been taken "in the interest of keeping San Francisco's eastbound intercoastal tonnage," according to Rohde.

"Eastbound intercoastal tonnage from San Francisco docks amounted to only 72,833 tons in 1952," Rohde said. "In previous years it was never less than a half million tons. Unless we have a regular service such as Waterman wants to provide, the tonnage will disappear entirely," he declared.

CHAMBER POLICY LAUDED

"San Francisco is taking a strong position in urging a revision of United States foreign economic policies to help revitalize American foreign trade," wrote the SEATTLE TIMES in a recent editorial in commendation of the Chamber's recently-released World Trade Policy Declaration.

Following the pattern of numerous editorial comments throughout the country lauding the Chamber document, the SEATTLE TIMES cites several points of the declaration and concludes:

"These are . . . the views of the San Francisco Chamber of Commerce, but they express representative thinking in that seaport city . . ."

"The San Francisco viewpoint . . . is worth pondering in any Pacific Coast port that hopes to rebuild a substantial volume of foreign trade in future years."

Building Code Board Asked

Support of a charter amendment to permit creation of a Building Code Technical Board of Review has been voted by the Chamber's Board of Directors at the request of the Building Code Section, of which Henry J. Degenkolb is Chairman.

Degenkolb reported the proposal has the backing of the Building Industry Conference Board and is needed to provide: (1) reasonable interpretations of the Building Code; (2) a means of determining suitability of new or alternate materials and types of construction; (3) appeal on the technical decisions of the Superintendent of Building Inspection; (4) permission for minor deviations of the Building Code; (5) technical advice on important decisions involving public health and safety, and (6) cooperation in recommending changes in the Code to keep it up to date.



MILLS of the Kabuku Plantation Co., near Honolulu, which help Hawaii produce nearly a million tons of sugar annually for the mainland, are an example of industry to be viewed by the Chamber's Goodwill Trade Development tour to the Islands October 8-19. Businessmen desiring to "mix business with adventure and fun" on the tour—first of its kind in five years—were urged this week to secure full particulars from the Chamber's Domestic Trade Department, and to hurry their reservations. A new addition to the program is an optional two-day stay at luxurious Hotel Hana-Mani, in the picturesque village of Ilana in "old Hawaii."

Chamber Requests Barrier Studies

The Chamber this week urged the Water Project Authority of the State of California to broaden its study of barriers in San Francisco Bay so as to provide an alternate water plan in the event barriers fail to provide a feasible solution to the area's water problems.

The Authority, chaired by Frank B. Durkee, State Director of Public Works, received from its Executive Officer, A. D. Edmonston, State Water Engineer, recommendations as to the scope of study to be undertaken as a result of the passage of the Abshire-Kelly Salinity Control Barrier Act of 1953 which appropriates \$250,000 for the study of barriers in San Francisco Bay.

Colonel B. C. Altin, Vice Chairman of the Chamber's Special Projects Committee, said, "We are interested in anything that is going to assist Bay Area water progress. To date we have never had an adequate water plan and are years behind. We must have more than just a 'yes' or 'no' answer to the question of bay barriers. We need water and it is vital that an alternate plan be developed which Bay Area people can support."

The Authority in response to the Chamber's plea indicated it would be practical to integrate the barrier study work with work now being done by the State's Water Resources Board in the development of a State Water Plan.

The Authority entered into a service agreement with the State Division of Water Resources to undertake the barrier study and established a three-man subcommittee to select a Board of Consultants which will advise the Division of Water Resources as to the adequacy of its study plans and review study conclusions.

Invitations Are Out For "Valley Days" Event

Invitations to attend the Chamber's big Valley Days program August 20-21 as guests of San Francisco businessmen are being mailed this week to key business and agricultural leaders in the San Joaquin valley.

In a special message of invitation, Chamber President J. W. Mailliard, III said: "You and your neighbors in the Valley are important to us. Through these two days of special activities, it is our desire to learn your interests and problems and to show you our great city."

WHAT'S GOING ON

In Committee Meetings

CARRIERS TRAFFIC SECTION—July 9, 1953, Room 200, Chamber, 1:30-3:00 p.m.

Agenda: Discussion of general revision of San Francisco drayage rates.

VALLEY DAYS—July 9, 1953, First floor conference room, 11:00-12 noon.

Agenda: Discussion of budget and program plans.

SPECIAL PROJECTS COMMITTEE—July 10, 1953, Commercial Club, 12:15 p.m.

Agenda: Discussion of bay barrier study and newly organized building codes section.

NOTE TO BAY REGION PLANTS WELCOMING VISITORS

The Industrial Department of the San Francisco Chamber of Commerce is in the process of revising its list of plants in the San Francisco Bay Region which welcome visitors. This list is very popular with schools, industrial organizations, overseas visitors and new-industry prospects. Commendation for plants that take visitors is widespread.

If your plant is one that welcomes visitors, please fill in and return the questionnaire below to: Industrial Department, San Francisco Chamber of Commerce, 333 Pine Street (4).

Prompt return of the form will mean the inclusion of your plant—at minimum effort on your part—in this worthwhile list.

Firm Name:

Address(es):

Telephone: Person to Contact:

Products:

Size of Parties Wished: Advance Notice Required:

Visiting Hours and Other Information:

Signed:

Title:

Forest Fire Curb Sought By Chamber

The San Francisco Chamber took the leadership this week in a local drive to prevent needless destruction by fire of northern California's valued timberland.

The Board of Directors authorized formation of a new Chamber action group to be named the Keep Green Committee. The Committee will carry on an educational campaign for forest fire prevention. It will promote dissemination by local firms of printed material on prevention, encourage firms to devote portions of their advertising to the campaign and carry the appeal to the schools. It will also assist firms in educating employees to the need, and campaign where necessary for stricter law enforcement.

Formation of the Keep Green Committee is the result of a meeting called June 25 by the Chamber attended by 40 persons at which the Redwood Region Conservation Council, the State Division of Forestry and the U. S. Forestry Service spotlighted the value of some 4,500,000 acres of timberland in areas adjacent to San Francisco.

Chamber Supports New Cotton Legislation

A possible blow at the State's economy was being fought off by the Chamber this week in Washington as Jesse W. Tapp, Agricultural Committee Chairman, spoke in support of legislation which would prevent a possible 50 per cent forced reduction in California's 1954 cotton crop.

In representation of an official stand by the Chamber, Tapp is supporting proposed legislation by Congress which would cause 1954 cotton crop allocations to be based on average acreages for 1951-52-53. Under present regulations, the Secretary of Agriculture could allocate new crop acreages on a 1947-52 basis. This could cut this State's acreage as much as 50 per cent, due to a great increase in California cotton production in recent years.

Other Chambers of this and of four other cotton-producing states are fighting for the legislation which would prevent serious economic repercussions.

Chamber's Transit Plan

(Continued from Page 1)

It provides for a governing board of five members, with overlapping five-year terms and appointments to be made as follows: two selected by the Mayor, two selected by the Board of Supervisors and one selected by the Chief Administrative Officer, all to be confirmed by the electorate.

The chairman of the authority would be elected by the authority "for his term of office or for a period of two years, whichever is shorter."

The proposal outlines details in matters of qualifications, removal, salaries, organization and meetings. (Editor's note: full proposal available at Chamber.)

S.F. Outstanding In Area's Retail Sales

San Francisco retail outlets captured a relatively high percentage of the nine-county Bay Area business during the first quarter of 1953 and were nine per cent above the similar period last year, according to a study by the Chamber's Research Department.

The city's retail outlets first-quarter-1953 taxable sales amounted to \$224,748,000, according to a recent report of the State Board of Equalization. This was 36 per cent of the nine-Bay-County total.

The apparel store group in San Francisco accounted for 45 per cent of the nine counties; women's apparel, 48 per cent; men's apparel, 44 per cent; and family apparel, 42 per cent. The general merchandise group accounted for 33 per cent of the area total with the department and dry goods stores accounting for 46 per cent. The limited price variety group dropped to 32 per cent of the area total.

In the specialty group, San Francisco stores handled 52 per cent or more than one-half of the Bay Area total. Gift, art goods and novelty sales soared to 63 per cent, and stationery and book store sales to 71 per cent of the area total.

Other retail fields in San Francisco — which has only 27 per cent of the nine-county Bay Area population — that scored high against the area-wide totals were: eating and drinking places, grocery stores selling packaged liquor, candy and tobacco stores, household appliances, drug stores, new motor vehicle dealers, service stations, personal service group establishments, hotels, motels and resorts.

Brochure For Boy Scouts

The Chamber is preparing a special brochure on San Francisco for distribution to more than 25,000 Boy Scouts from the United States and many foreign countries visiting San Francisco during July. The Scouts will be in the city during the periods July 12-15 and July 25-28—en route to, or returning from, their Jamboree at Irvine Ranch near Santa Ana.

In preparing the special brochure which highlights a "fun map" by the SAN FRANCISCO CHRONICLE, the Chamber is co-operating with the San Francisco Boy Scout Council's special Jamboree Visitors Committee, G. L. Fox, Chamber General Manager, reported.

Hitting The High Spots

With Walt Brown

W. P. FULLER BRAWNER, past Chamber President and prominent SF businessman, has been elected president of the Mills College Board of Trustees; this yr. marks his fifth as a Mills trustee. Vice Pres. of W. P. Fuller and Co. since 1946. Brawler is also a member of the Board of State Harbor Commissioners. . . . S.F. CASH REGISTER CO. has moved to new and larger quarters at 762 Mission; featured in its new office displays is the Sweda Itemizing Cash Register. . . . WESCON (Western Electronic Show and Convention) says new records will be set Aug. 19 when the event opens in SF's Civic Auditorium, 15,000 from the trade are expected to see the 370 exhibit booths displaying products of nearly 50 electronic manufacturers—and to hear 125 technical papers in 25 sessions! . . . JCER CLEMENT GALANTE is pres. of a new firm, Radina, Inc. operating the specialty shop in the St. Francis formerly owned by Allard-Maison Mendessalle. . . . DR. CARSTEN C. STEFFENS, ass't director of Stanford Research Institute from 1947-49, has returned as the Institute's technical coordinator of research divisions. . . . THE LAMPLIGHTERS (S.F. Civic Theater, nonprofit) are getting ready to light a big one on July 31, when their "H.M.S. Pinafore" opens in the Theater Arts Colony at 1725 Washington St. Humble geniuses in amateur's clothing, these fine contributors to SF's art and culture will enjoy "standing-room only" audiences once again for "Pinafore"—or we miss our guess! . . . Bully for THE WHITE HOUSE for winning first prize in E. P. Dutton & Co.'s Annapurna Window Display Contest—and thus honorably representing SF in a nation-wide competition! . . . NORMAN B. MIKKELSEN is Northwest Airlines' new Dist. Sales Mgr. . . . N. GRAY & CO., recipient of one of the Chamber's "Century of Honor" certificates, just finished celebrating its 103rd anniversary. . . . CHAMBER STAFFER Bob Langner (World Trade Dept.) is telling the Bay Area all about "Trade, Not Aid" these days; he has spoken recently before the Emeryville Kiwanis Club, the Piedmont League of Women Voters and SF's Downtown Optimists Club. . . . ROBERT BOEHM-MYRO ASSOCIATES, management consultants, have recently undertaken extensive marketing research for a number of leading firms in the Bay Region; results, they say, give "ample evidence of the rapidly growing buying potential in this area." . . . BRITISH COMMONWEALTH CHAMBER OF COMMERCE, 677 5th Ave., New York, 22, announces that a British firm producing "3-dimensional illuminated plastic signs" wishes to enter into a licensing agreement with an American company for signs to be produced and distributed in the U.S.A. . . . HOOPER PRINTING COMPANY has moved to a new and better location at 246 First St. offering 2 1/2 times as much space as its old plant at 545 Sansome.

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PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Principals In Campaign To Prevent Forest Fires



CHAMBER PRESIDENT J. W. MAILLIARD, III (standing) holds the "largest single cause of forest fires" in his hand—a cigarette—at a recent meeting of local officials which was the springboard for formation of the Chamber's new "Keep Green" Committee. Others at the meeting were (left to right) W. R. Schofield, manager of the California Forest Protective Association; Ben Allen, secretary of the Redwood Regional Conservation Council; G. B. McLeod, chairman of the board, Hammond Lumber Co.; (Mr. Mailliard); William J. Losb, Chairman of the Keep Green Committee; and Philip T. Farnsworth, executive vice president of the Redwood Regional Conservation Council. The Chamber will carry on an educational program to prevent needless destruction of northern California's valued timberland—4,500,000 acres of which are adjacent of San Francisco.

Consular Event Salutes American Independence

Chamber President J. W. Mailliard, III, World Trade Association President Milton W. Melander and World Trade Department Manager Alvin C. Eichholz were among the guests of honor at a "goodwill luncheon" sponsored by the Consular Association of American Nations last week in the Palace Hotel.

The Honorable Carlos H. Palmieri, Consul General of Guatemala, presided at the event which was in salute to the United States and other American nations whose independence is celebrated during this month.

NEW LIST OF FOREIGN GOVERNMENT REPRESENTATIVES AVAILABLE

The San Francisco Chamber's "Foreign Government Representatives in San Francisco" list has been revised and is now available in its up-to-date form, according to Rene May, chairman of the Chamber's committee.

The listing is prepared semi-annually and presents names, addresses and telephone numbers of the 50 Consuls and Consul Generals who are members of the San Francisco Consular Corps; officers of the Consular Association of American Nations; and names, addresses and telephone numbers of the 15 Foreign Government Commercial and Information Representatives and of the six foreign Chambers of Commerce in San Francisco.

Chamber Action

of the Past Two Weeks

1. Realized success in *ship service case* before I.C.C. (P. 1)
2. Speeded program for *forest fire prevention* (P. 1)
3. Compiled new *Tax Calendar* (P. 2)
4. Supported *closing-out sales ordinances* (P. 1) (P. 1)
5. Cooperated in area-wide event calling attention to *importance of aviation* (P. 4)

RMA-Supported Decrees Adopted By Supervisors

The Chamber's Retail Merchants Association supported two ordinances, adopted this week by the Board of Supervisors, to regulate closing-out action sales by:

1. Requiring owners or creditors of merchandise businesses to supply the Chief of Police with an inventory of sale stock and obtaining a permit . . . closing-out sales would be limited to 90 days;
2. Prohibiting the use of the words "auction," "action" or similar words in any advertising announcing the sale of personal property other than a bona fide auction sale.

Retail Sales Climb High In 1st Quarter

San Francisco retail sales for the first quarter of 1953 totaled \$353,000,000, an increase of \$19,000,000 over the same period last year, according to a Chamber analysis of State Board of Equalization statistics.

J. W. Mailliard III, Chamber president, said the increase reflects constantly climbing payrolls. March employment in San Francisco reached 458,500, an increase of 3,500 over March, 1952.

San Francisco, with only 6.82 per cent of the state's total population, accounted for 9.99 per cent of the state's sales in the first quarter of this year, only slightly less than the 10.83 per cent in the same period last year.

Mailliard noted that San Francisco continues to account for a high proportion of the total state sales, despite the fact that the rate of population growth in the city is less than in adjacent counties. San Francisco's population gain last year was 1.56 per cent, compared with 4.48 per cent for the state.

Mailliard provided no details concerning numbers of retail outlets in San Francisco, explaining that these figures, which are issued by the state, incorporate data as to itinerant vendors who are considered to be retail outlets and, consequently, these data are subject to many interpretations.

The best yardstick of San Francisco business conditions, Mailliard said, is the Chamber's general business activity index, which reflects the standard basic factors. The latest available data place the index at 124.8 for the first five months of 1953, or 4.5 per cent ahead of a year ago and the highest five-month figure on record.

I.C.C. Grants Temporary Authority To Waterman

The San Francisco Chamber's bid to maintain eastbound intercoastal shipping from this port by supporting the application by Waterman Steamship Corp. to provide service from San Francisco to New York, Boston and other ports north of Philadelphia, met with success last week when the Interstate Commerce Commission granted the temporary authority requested. Local Waterman officials expect the first vessel about August 15.

Walter A. Rohde, Manager of the Chamber's Transportation Department, at the direction of the Chamber's Board of Directors, testified before the I.C.C. in support of a current application by Waterman for permanent operating rights.

SAN FRANCISCO TAX CALENDAR—SECOND HALF, 1953

City - State - Federal

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor vehicle fuel	File report and pay tax for second preceding month.	State Bd. of Equalization
15	Com. Comm. carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month.	State Bd. of Equalization
15	Producers, brokers and motor fuel importers	File report and pay tax for preceding month on transactions on petroleum products.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for preceding month.	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax on or before last day of month after close of taxable quarter.	State Bd. of Equalization
July	See "Each Month this Day"		
15	Off-sale general licenses	File report for quarter ending 6/30 and pay required additional license fee.	State Bd. of Equalization
15	Wine growers	File report for fiscal year ended 6/30 and pay required additional license fee.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 6/30. (See last day each month.)	State Bd. of Equalization
1-31	Retailers and purchasers of tangible personal property	File return and pay retail sales and use taxes for quarter ended 6/30/53.	S. F. City and County Tax Collector
1-31	Employers	Pay second quarter return State Unemployment Insurance Tax.	State Bd. of Equalization
August	See "Each Month this Day"		
15	Individuals	Pay second installment of tax if on calendar year basis.	Franchise Tax Board
31	Property owners	Last day to pay taxes on unsecured personal property roll.	S. F. City and County Tax Collector
Sept.	See "Each Month this Day"		
15	Banks and Corporations	File return and pay all or first installment of tax if year ended 6/30/53.	Franchise Tax Board
15	Banks and Corporations	Pay second installment of corporation income tax if on calendar year basis.	Franchise Tax Board
October	See "Each Month this Day"		
15	Individuals	File and pay first installment of income tax if fiscal year ended 6/30/53.	Franchise Tax Board
15	Off-sale general licenses	File report for quarter ended 9/30 and pay required additional license fee.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 9/30.	State Bd. of Equalization
1-31	Retailers and purchasers of tangible personal property	File return and pay retail sales and use taxes for quarter ended 9/30/53.	S. F. City and County Tax Collector
1-31	Employers	Pay third quarter return on State Unemployment Insurance tax.	State Dept. of Employment
Nov.	See "Each Month this Day"		

CITY - STATE SECTION (Cont'd)

Date*	Interested Parties	Act Required	Responsible Agency
Nov. 1	Property owners	Pay first installment real property taxes and one-half or all personal property taxes on Secured roll.	S. F. City and County Tax Collector
15	Insurance companies	Pay taxes, delinquent after 11/15.	State Controller
Dec.	See "Each Month this Day"		
5	Private Railway car owners	Pay taxes; delinquent after December 5.	State Bd. of Equalization
10	Property owners	Last day to pay first installment real property taxes and one-half or all personal property taxes on Secured roll.	S. F. City and County Tax Collector
15	Individuals	Pay third installment if income taxes on calendar year basis.	State Franchise Tax Board
31	Producers and brokers motor vehicle fuel	Pay fee and apply for license for ensuing year.	State Bd. of Equalization
31	On-sale retailers	Last day for renewal of license.	State Bd. of Equalization

FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
15	Employers	Payment to authorized depository b. employers who withheld more than \$100.00 during previous month. Payment for last month each quarter due last day of the month.	Director of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	Director of Internal Revenue
15	Individuals (on fiscal year basis)	Individuals whose fiscal year begins the first of any month except January—file declaration and pay first installment of estimated tax on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of 8th month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Director of Internal Revenue
15	Corporations (on fiscal year basis)	Corporations whose fiscal year ends with end of any month other than December 31—Income and Excess Profits tax returns are due by 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month, except trusts which pay annually.	Director of Internal Revenue
15	Estates and trusts (on fiscal year basis)	File returns by fourth month after close of fiscal year; trust taxes in full accompany returns but estates may make first quarterly payment on filing date with installments due on 15th, fourth, seventh, tenth and thirteenth month after close of fiscal year.	Director of Internal Revenue
Last day of each month	Retailers, mfrs., amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes, including Retailer's Excise Tax.	Director of Internal Revenue
July 1	Employer and Employee	File any change in exemption status of employee with employer.	Director of Internal Revenue
July 31 and Oct. 31	Employer	If on quarterly basis, file quarterly return and make payment of taxes withheld during preceding calendar quarter for Federal Income and Social Security, also quarterly installment on Federal Unemployment Insurance tax.	Director of Internal Revenue
Sept. 15	Individuals (except farmers)	Pay one-quarter of 1953 estimated income tax found due March 15, 1953, or one-third 1953 estimated tax found due June 15, 1953. Those required to file declaration for first time at this date pay one-half of balance of the 1953 estimated tax due.	Director of Internal Revenue
Sept. 15 and Dec. 15	Corporations, Estates and Trusts	Quarterly payment due on 1952 taxes reported for calendar year.	Director of Internal Revenue

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco, City Hall, Civic Center KLondike 2-1910
 Tax Collector, City and County of San Francisco, City Hall, Civic Center HEmlock 1-2121
 California State Department of Employment, 149 New Montgomery St. YUkon 6-0160
 Make payments to: California Department of Employment, 1025 P St., Sacramento 14, California

California State Board of Equalization, State Bldg., Civic Center UNDERhill 1-8700
 California State Franchise Tax Board, 540 Van Ness Avenue UNDERhill 1-7234
 California State Motor Vehicle Department, 160 South Van Ness Ave. UNDERhill 3-0200
 U. S. Director of Internal Revenue, 100 McAllister St. KLondike 2-2833

Date*—If any date falls on a Sunday or legal holiday, the return is due on the following day.

Welcome, New Chamber Members

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization. These San Franciscans have added their names to the long list of progressive business people who are working together, with their Chamber of Commerce, to achieve greater individual growth through community strength and prosperity. . .

WM. M. BLACKBURN CO. Food Brokers 371 Brannan Street	BRYANT INDUSTRIES Manufacturers' Representatives 760 Market Street	FLEXONICS CORPORATION Manufacturers Metal Products 1315 Twenty-Third Avenue
CALIFORNIA METALS COMPANY Scrap Iron 360 Seventeenth Street, Oakland 12, Calif.	BUYERS & TRADERS GUIDE, INC. Manufacturers' Agents 690 Market Street	ROBERT O. FOLKOFF & CO. Accountants & Auditors 25 Taylor Street
CITY WIDE RENTAL CENTER Real Estate 1608 Market Street	BYRNES SALVAGE GROCERY CO. Groceries 1158 Howard Street	FOO WALL CO. Tea and Food Products 218 Columbus Ave.
THE CRAFTSMAN PRESS Printers 340 First Street	C & M PLATING WORKS Plating Works 1184 Harrison Street	FRANCISCAN MOTEL Motel 6600 Third Street
HADSELL, MURMAN & BISHOP Attorneys 405 Montgomery Street	J. B. CALDER COMPANY Wholesale Electrical Supplies 1017 Howard	J. N. FRIEDMAN Business Forms 1255 Park Avenue, Oakland, California
LOUIS HELWING Wholesale Knitwear 154 Sutter Street	CALIFORNIA COLLECTION AGENCY Collection Agency 717 Market Street	GARDEN PRODUCE CO. Wholesale Food Produce 113 Washington
HOTEL EMPIRE Hotel 940 Sutter Street	CALIFORNIA ELECTRIC SUPPLY CO. Electrical Supplies 1585 Folsom Street	DR. HUGH W. GAROL Physician 291 Geary Street
PHYSICIANS TELEPHONE EXCHANGE Telephone Answering Service 450 Sutter	CALIFORNIA TRAMRAIL COMPANY Conveyors 1433 Illinois Street	GEORGE R. GEHRING Metal Engraving 143 Second Street
WM. A. RAINEY & SON Masonry Contractors 323 Clementina	THE CANADA LIFE ASSURANCE CO. Insurance 58 Sutter Street	ROBERT GENTLES Industrial Rubber 544 Second Street
ROLLEY, INC. Perfumes 182 Geary Street	A. B. CHANCE COMPANY Manufacturers of Electrical Supplies 815 Tennessee Street	REN GLISSMAN Real Estate 1550 Market Street
SALOMON BROS. & HUTZLER Securities 235 Montgomery Street	CHEW REALTY CO. Real Estate and Insurance 733 Clay Street	MILO HARDING COMPANY Duplicating Products 141 New Montgomery
STANGER MANUFACTURING CO. Machine Shop 2100 Folsom Street	CHINA DRY GOODS COMPANY Import - Export 254 Sutter Street	HARRY'S HOTEL & MOTEL OUTFITTING CO. Household Furnishings 143 Second Street
WESTWARD DENTAL PRODUCTS CO. Manufacturers, Dental Products 1037 Polk	N. CIRCOSTA Scrap Iron 1801 Evans Avenue	OTTO HASENBERG Real Estate 137 Twelfth Avenue
ACOUSTICS, INC. Acoustic Contractors 1474 Egbert Avenue	COAST OPTICAL COMPANY Wholesale Optical Goods 62 First Street	HILLS TRANSPORTATION CO. Motor Freight Pier No. 54-A
AIRGO INTERNATIONAL CORP. Air Freight and Ocean Forwarding 500 Battery Street	CORDOVA REALTY Real Estate 1614 Geary Street	ROSE HOGAN COMPANY Manufacturers Leather Goods 1772 Filbert
THE LOUIS ALLIS CO. Manufacturers, Electric Motors 970 Tennessee Street	DAHINKEN Wholesale Mail Order 703 Market Street	M. P. HORENI Certified Public Accountant 785 Market
AMERICAN & FAR EASTERN TRADING CO. Import - Export 24 California	DANCER-FITZGERALD-SAMPLE, INC. Advertising Agency 114 Sansome Street	HOTEL AKI Hotel 1651 Post Street
PHILIP ANTROBUS, INC. Insurance 340 Pine Street	MILT DAVIDSON OF CALIFORNIA Apparel Manufacturers 67 First Street	HOTEL MacARTHUR Hotel 140 Mason Street
GEORGE F. ARATA COMPANY Wholesale Produce 537 Clay Street	DELL G. DERRY Real Estate 1308 Ellis Street	D. L. HUGHES & ASSOCIATES Publishers (Directory) 259 Geary Street
ARMSTRONG U DRIVE Auto Rentals 855 Geary Street	DETTNER'S PRINTING HOUSE, INC. Printing and Lithographing 835 Howard	I-T-E CIRCUIT BREAKER COMPANY Manufacturers of Electrical Equipment 320 Fourth Street
ARNKE IRON WORKS Ornamental and Structural Iron 780 Brannan Street	JIM DIAMOND ADVERTISING Advertising Agency 821 Market Street	IMPORTEX Manufacturers' Representatives 114 Geary
ARNOLD HOOVER CO. Dried Fruits 1 Drumm Street	DICTAPE Public Stenographic Service 251 Post	INDUSTRIAL CAPITAL CORPORATION Investment Management 315 Montgomery
ASSOCIATED HOME FURNISHERS Furniture 1370 Mission Street	DIE & TOOL PRODUCTS CO. Steel Fabrication 341 South Van Ness	INSTITUTE FOR PHILOSOPHICAL RESEARCH Educational 2090 Jackson
AUTOMOTIVE WAREHOUSE CO. Division of Pike Services, Inc. Automobile Supplies 538 Polk Street	DON-EM TRAVEL CENTER Travel Agents 98 Post Street	JANITORIAL SUPPLIES CO. Janitorial Supplies 200 Davis Street
THE BANK OF TOKYO OF CALIFORNIA Banking 451 Sansome Street	DWAN & COMPANY Building Specialties 629 Fulton Street	KAWASAKI KISEN KAISHA, LTD. Steamship Company 350 California Street
BARDELL'S Restaurant 243 O'Farrell Street	EASY METHOD DRIVING SCHOOL Driving School 1295 Market Street	KELLER-DU PONT, INC. Furniture Manufacturers 1262 Ninth Ave.
BARRETT GARAGES, INC. Garages and Auto Rental 27 Sutter Street	ED'S CHUCK WAGON Restaurant 2036 Lombard Street	HARRY E. KIDD Commission Merchant 555 Davis Street
BARTLEY & BARTLEY Industrial and Commercial Investigators 465 California Street	EMPIRE CHEMICAL & SUPPLY CO. Insecticides 420 Market Street	KWIK FROZEN PRODUCTS, INC. Frozen Foods 334 South Van Ness
BAY COUNTIES ESCROW COMPANY Title Insurance 131 Hayes Street	ETNA MANUFACTURING CO. Manufacturers of Metal Products 737 Minna Street	L. C. L. CO. Investors 9 Sutter Street
BEACON CONSTRUCTION COMPANY Contractors 780 Natoma Street	EUREKA FEDERAL SAVINGS & LOAN ASSN. OF SAN FRANCISCO Savings and Loan Association 685 Market	H. L. LADD-CHEMIST, INC. Drugs - Retail 343 Powell Street
MARK BERNSTEIN COMPANY Export Brokers 214 Front Street	EXECUTONE CO. OF NORTHERN CALIF. Intercommunication Equipment 404 Market Street	LEARNER'S TRUCKS G. M. C. Motor Trucks 350 Eighth Street
ROBERT BOEHM-MYRO ASSOCIATES Management Consultants 2149 California	FELLOW PUBLISHING CO. Publishers 709 Mission Street	LENKURT ELECTRIC CO., INC. Electronics 1105 County Road, San Carlos
	HOB FERGUSON AND ASSOCIATES Management Consultants 112 Market	THE LETTER SHOP Direct Mail 214 Mission Street



AVIATION LUNCHEON AWARD: Clay Bernard (left), Chairman of the Chamber's Aviation Section, and Chamber President J. W. Mailliard, III (right) are shown as they discussed the model of a Douglas Skyrocket airplane presented them by Edward H. Heinemann (center), principal speaker at the joint-Chamber Aviation Luncheon July 10.

Four Chambers Salute Powered Flight

More than 300 Bay Region aviation, business and civic leaders attended a luncheon Friday, July 10, at the Palace Hotel commemorating the 50th anniversary of powered flight. The celebration was spear-

headed by the San Francisco Chamber's Aviation Section, chairmanned by Clay Bernard.

Sponsored by the Chambers and Junior Chambers of San Francisco and Oakland the celebration was the first major observance of its kind in California. Meteorologist Sidney M. Serebreny of Pan American World Airways, received the San Francisco Junior Chamber's Aviation Achievement Award for his "jet stream" research, which has considerably re-

duced trans-Pacific flying time. A preview of what the next 25 years in aviation will bring was given by Edward Heinemann, chief engineer, El Segundo Division, Douglas Aircraft Co. Heinemann, designer of the record-breaking rocket-powered "Skyrocket," presented a model of the plane to J. W. Mailliard III, Chamber president.



METEOROLOGIST Sidney M. Serebreny (left) of Pan American Airway's Pacific-Alaska Division, is shown here receiving the S.F. Jr. Chamber's Aviation Achievement Award from J. C. Committee Chairman Paul Clark.

Mailliard III, Chamber president.

City Is The Center For Huge Canning Industry

San Francisco is the center of California's \$500,000,000 a year canning industry, which at the peak of the season next month will be employing 96,000 persons, according to a special Chamber survey, G. L. Fox, General Manager, reports.

The nation's food supply is dependent to a large extent on the production of California canneries, according to the survey. California canneries have processed 1,000,000 tons, or 50 per cent, of the nation's total supply of canned fruit in recent years, and have accounted for 2,400,000 tons of the total national supply of 7,000,000 tons of vegetables used in canning.

Northern California processors, most of whom maintain headquarters in San Francisco or the Bay Area, account for 80 per cent, or \$400,000,000 worth, of the state's one-half billion dollar a year canning pack.

With canning industry operations in full swing, any serious disruption at the present time would result in unrecoverable losses to the nation's food supply because of the highly perishable nature of the raw materials, Fox said.

Hitting The High Spots

With Walt Brown

ALLAN P. JAMES CO., INC., SF manufacturer and distributor of bronze bushings, has been appointed exclusive West Coast rep. for Merriman Bros. bronze Lubrite Bushings and bridge expansion plates; also No. Calif. exclusive rep. for Ampco Metals centrifugally-cast and extruded bronze. . . . **LOWELL THOMAS**, veteran CB newscaster and globe trotter, will broadcast his nation-wide news show from KCBS' SF studios tonight (8:30 p.m.) while in the Bay Area for a limited stay. . . . **SURVEY SERVICES**, a new western market and opinion research agency, has been established with hdqtrs. in SF (400 M'Gomery St.); they'll specialize in providing western business with "elements of market and opinion research on a selective basis." . . . **L. N. WEST**, exec. vice pres. of Wilson & Geo. Meyer & Co. of SF, announces appt. of Thomas R. Cushing of Seattle to manage phosphatic fertilizer sales for the firm. . . . **SF STORES**, members of the Retail Dry Goods Assn., will remain open Tuesday night, Sept. 8, in lieu of the usual Monday which on that week falls on Labor Day; it is expected that other stores will follow this lead. . . . **RENE A. MAY**, pres. of Getz Bros. and Chairman of the Chamber's World Trade Comm., is currently on an around-the-world business trip, visiting his company's branches and agents in the Orient and elsewhere. . . . **REDWOOD** is the fall color that Bay Area stores will be showing on July 27, according to Tholbert Duncan, chairman of the Manufacturer-Retailer Liaison Comm. . . . **WHEELER McMILLEN**, editor, FARM JOURNAL and PATH-FINDER, was the SF Ad Club's principal speaker yesterday at the Palace; he talked on "Groceries and Diplomats."

WHAT'S GOING ON

In Committee Meetings

VALLEY DAYS COMMITTEE—July 23, 1953, First floor conf. room, Chamber, 11 a.m.-12 noon.

Agenda: Discussion of budget and program.

AGRICULTURAL SUB-COMMITTEE — July 23, 1953, First floor conf. room, Chamber, 2:30-4:00 p.m.

Agenda: Discussion of Mutual Aid Program.

TRAFFIC INVENTORY SUB-COMMITTEE—July 29, 1953, Room 200, Chamber, 10:30-12 noon.

Agenda: Discussion of procedure in traffic inventory.

TEMPORARY WAR HOUSING SUB-COMMITTEE—July 31, 1953, 12 noon.

Agenda: Discussion of freeing of temporary war housing from industrial areas.

Bay Region Business

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Bay Region Business

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City's Industrial Growth Skyrockets

Industrial development zoomed to new record heights in San Francisco for the first six months of 1953, exceeding the similar period last year by 154 per cent, it was reported this week by H. H. Fuller, Chairman of the San Francisco Chamber's Industrial Advisory Committee.



H. H. Fuller

Four hundred eighty-one new jobs were created in this city as a result of January-through-June industrial progress, Fuller reported—as against 369 for the same period in 1952. Industrialists committed a dollar total of \$8,719,700 in San Francisco where manufacturing, like virtually every other metropolitan economic activity, is keeping pace with unprecedented growth.

Following the same pattern, the 12-county San Francisco Bay Region rode to record heights for the year's first half, with manufacturers committing \$169,052,690 for 53 new plants and 162 expansions—128 per cent better than the first six months of 1952.

The 48 counties of Northern California jumped 115 per cent ahead of 1952 with a grand total of \$177,003,817.

"It is important to stress again the complete diversity of this remarkable development," said Fuller, "and the lack of strictly war production projects in the totals."

Inquiries in the Chamber's Industrial Department have increased to an average of four a week within the past two months, Department Manager L. M. Holland reported.

"With San Francisco as the hub, Northern California industrial progress cannot be halted," he said.

(Continued on Page 4, Column 3)

Gov't Mining Chief At Chamber Meet

The government's program for development of Western mineral resources will be discussed by Felix E. Wormser, Washington, D. C., Assistant Secretary of Interior for Mineral Resources, at a luncheon meeting August 17 at the Commercial Club sponsored by the Chamber's Mining Committee.

Phil R. Bradley, Mining Committee Chairman, said Wormser is coming to San Francisco to inspect regional headquarters of the Bureau of Mines and Geological Survey. Bradley arranged with Harold C. Miller, Regional Director of the Bureau of Mines, for Wormser to discuss mining and petroleum problems with local businessmen. Wormser also heads Interior's Division of Geography and Division of Oil and Gas.



Wormser (left) and Bradley at meeting earlier this year

Traffic Action Plan Shows Good Progress

Definite progress in the solution of traffic problems by the San Francisco Chamber and other member organizations of the Traffic Conference was shown in a report released last week by the Chamber's Traffic and Highway Section.

The report described advances made since the formulation in April, 1952, of the Conference's "Ten Point Traffic Action Program." The ten point plan was prepared by the Conference members representing the Chamber's Traffic and Highway Section, chairmanned by Leonard S. Mosias; the Down Town Association; the Central Council of Civic Clubs, and the San Francisco Planning and Housing Association.

Roger D. Lapham, Jr., is Chairman of the Traffic Conference which was formed in 1951 by the four organizations to attack San Francisco's traffic ills.

Listed in the report of progress on the (Continued on Page 4, Column 1)

Chamber Action

Highlights of the Past Two Weeks:

1. Created new Sub-Committee for important bond issue study (P. 1)
2. Completed plans for "bigger-than-ever" Valley Days event (P. 1)
3. Reported substantial progress in 10-point Traffic Plan (P. 1)
4. Planned special meeting for western mining leaders (P. 1)
5. Reported Industrial Development (P. 1) and Business Activity progress (P. 2)
6. Welcomed new G.S.A. Administrator to San Francisco (P. 4)
7. Compiled 1953-54 Highway Construction suggestions (P. 4)
8. Co-sponsored civic event honoring General Mark W. Clark (P. 4)

Chamber Establishes New Bond Issue Sub-Committee

Alger Jacobs, vice-president of the Anglo California National Bank, has been appointed Chairman of the Chamber's new San Francisco Bond Issues Sub-committee by Alan K. Browne, Chairman of the Civic Development Committee.

Other members of the Subcommittee, which will study the feasibility of bond issues on the November ballot, are: Richard Bishop, William E. Doud, Irving C. Irelan and Robert P. Lilienthal. Issues to be studied include municipal railway, convention facilities, public libraries, voting machine warehouse and city office building.



Alger Jacobs

CHAMBER PREPARES

Key business and agricultural leaders of the strategic San Joaquin Valley trade area have been invited to be guests of local business firms for a two-day "Valley Days in San Francisco" program August 20-21, sponsored by the Chamber's Inter-City Section.

The Chamber's "Valley Days in San Francisco" project is the fourth annual affair of its kind designed to create close personal and business ties with leaders in the vital trading areas adjacent to San Francisco.

WELCOME FOR 150 "VALLEY DAYS" GUESTS

Grover S. Tracy, San Francisco division manager of the Pacific Gas and Electric Co., is General Chairman of this year's affair which is expected to attract approximately 150 guests. The program will include tours of industrial plants, businesses and the Stock Exchange. A highlight will be a cruise around San Francisco Bay on yachts of the Chamber's "Great Golden Fleet."



Grover S. Tracy

Committee chairmen for the event are: R. W. Goodspeed, sales representative, United Air Lines—Program; John E. Jones, executive vice-president, Harry W. Brintall Co.—Finance; Frank Dana, vice-president, Bank of America—Invitations; Walter Thompson, Pacific Coast manager, Westinghouse Lamp Division—Distinguished Guests; Victor A. Barbata, Bethlehem Pacific Coast Steel Co.—Transportation; E. M. Wilson, account executive, Thompkins & Co.—Hotel Accommodations; Oscar Stamm, manager, Pickwick Hotel—Hosts; and Dan London, managing director, St. Francis Hotel—Golden Fleet.

General Business Activity

Report by the Research Department

EMPLOYMENT UP IN METROPOLITAN AREA

During the first half of 1953, total employment in the Metropolitan Area averaged 1,020,820 compared to 996,400 a year ago. Major gains in employment over a year ago were reported by the manufacturing, transportation, communications-utilities, and contract construction groups. Manufacturing led all industrial groups with an average of 213,033 employees during the first half or an increase of 2.8% over a year ago; Service averaged 205,480 employees, an increase of 0.5%; Retail Trade ranked third with an average of 170,730—up 2.1%; Transportation, Communications and Utilities groups averaged 116,660—a gain of 5.3%; Wholesale Trade averaged 71,600, an increase of 1.6%; Contract Construction averaged 65,520 employees or a gain of 10.4%; Finance, Insurance and Real Estate averaged 64,390 or a gain of 2.7%; and Agriculture averaged 19,130 or a gain of 5.5%.

Government employment during the first 6 months including Federal, State and City, averaged 91,380—the only labor group to show a loss compared to a year ago—a loss of 2.3%.

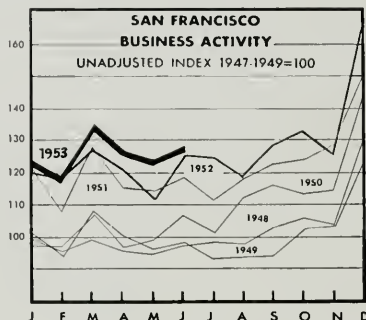
DIVERSIFIED FACTORS GAIN OVER LAST YEAR

Bay Area financial transactions during the first half of 1953 were up 2.5%; total employment, up 2.5%; retail department store sales, up 4%; cargo vessel arrivals, up 3.9% and registered tonnage, up 8.9%; freight car movements, up 4.9%; Intercity vehicle traffic approximated closely that of last year with the Bay Bridge vehicle crossings identical and the Golden Gate Bridge traffic up 1.9%.

SAN FRANCISCO SHARES IN AREA GAIN

San Francisco economy, likewise, chalked up numerous gains during the first six months with the San Francisco Business Activity Index average at 125.2 (1947-49 avg.=100) or 4.2% above a year ago. New residential construction value was up 7.4%; new

First Half of 1953



non-residential value, up 5%; real estate deeds recorded, up 2.6%; retail department store sales, up 3%; freight car movements, up 4.9%; San Francisco Airport plane traffic, up 10.6%;

passenger traffic, up 12.7%; air express, up 11.3% and air freight, up 1.2%; market value of San Francisco Stock Exchange transactions, up 3.2%; electrical energy sales, up 5.7%; and industrial and commercial water consumption, up 1.4%.

SAN FRANCISCO LIVING COSTS RISE

Living costs in San Francisco during the first six months averaged 1.7% above a year ago, based on the U. S. Department of Labor Quarterly Index for March and June. All Items Index at 116.1 (1947-49 avg.=100) on June 15 was 0.5% above March and 1% above June a year ago. Rents were up 2.9% over a year ago; housing 2.6%; but food prices were down 1.6% and apparel, down 2.3%.

SIX-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	JUNE 1953	% FROM 1952	6 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	127.3	2.2	125.2	4.2
CONSTRUCTION PERMITSTotal Number	707	4.6	4,293	10.2
Value	3,026,190	-58.0	24,381,006	-1.4
Residential, New.....Value	1,025,350	-69.6	7,816,700	7.4
Dwelling Units.....Number	98	-77.7	818	-4.1
Single-Family Units, New.....Number	68	-32.0	437	5.6
Non-Residential, New.....Value	485,821	-82.7	10,062,938	5.0
Adds., Alterations and Repairs.....Value	1,515,019	48.0	6,486,368	-17.5
REAL ESTATE—Deeds RecordedNumber	1,493	4.6	9,424	2.6
*RETAIL DEPARTMENT STORE SALESIndex	112	4.7	106	4.9
*FINANCE—Bank Debits\$000	3,238,676	0.2	18,621,562	3.5
Postal Receipts.....\$	2,457,132	6.0	15,666,472	-1.7
S. F. Stock Exchange.....Shares Traded	880,753	-49.9	9,561,337	-2.3
Market Value \$	15,131,628	3.3	107,544,061	3.3
COMMERCIAL FAILURESNumber	8	-62.5	76	8.6
INDUSTRY TREND—6 Bay Area CountiesTotal Employed	1,021,600(p)	1.9	1,020,820(p)	2.5
Manufacturing.....(Employed, No.)	216,600(p)	6.3	213,033(p)	2.8
Construction, Contract.....	62,300(p)	-8.5	65,520(p)	10.4
Finance, Ins., Real Estate.....	61,400(p)	0.2	64,390(p)	2.7
Retail Trade.....	170,800(p)	2.5	170,730(p)	2.1
Wholesale Trade.....	71,500(p)	1.1	71,600(p)	0.6
Service.....	205,800(p)	1.1	205,480(p)	1.5
Trans., Comm. & Utilities.....	116,800(p)	8.0	116,660(p)	5.3
Agriculture.....	21,300(p)	1.4	19,130(p)	5.5
Govt.—Fed., State City.....	90,000(p)	-4.2	91,380(p)	-2.3
Other.....	2,100(p)	0.0	2,180(p)	-1.8
PLACEMENTS IN SAN FRANCISCOTotal	2,170	-19.5	11,961	-20.2
TRANSPORTATION FRT. Car MovementsNumber	14,947	8.2	90,616	4.9
S. F. Airport—Planes In and Out.....Number	9,512	10.5	55,942	10.6
Passengers Off and On.....Number	175,329	19.5	913,701	12.7
Air Mail Loaded & Unloaded.....Lbs.	2,287,916	7.5	14,133,720	-5.4
Air Express Loaded & Unloaded.....Lbs.	484,170	-1.7	3,056,973	11.3
Air Freight Loaded & Unloaded.....Lbs.	3,252,114	11.2	18,433,553	1.2
Rail Express Shipments.....Number	103,790	-7.8	643,200	-13.6
PORT OF SAN FRANCISCO—Revenue TonsTotal	475,652	5.6	2,838,964	-3.2
Coastwise.....Revenue Tons	15,803	1.5	68,803	-10.0
Intercoastal.....Revenue Tons	37,318	-22.0	215,854	-19.1
Foreign.....Revenue Tons	231,594	18.0	1,250,162	0.8
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	411	11.4	2,536	3.9
Millions of Registered Tons.....	1,901,722	7.8	11,836,105	8.9
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	1,198,898,600	-3.7	8,489,390,100	-0.4
Elec. Energy Sales—k-w. hours.....Index	118	4.4	129	5.7
Water Consumption—Comm. and Ind.....Cu. Ft.	155,259,000	-1.4	940,698,500	1.4
NEW DEVELOPMENTS—Tourist and SettlerInq. No.	1,201	16.3	6,573	16.3
Bay Bridge Vehicle Crossings.....Number	2,590,611	0.3	15,135,719	0.0
Golden Gate Bridge Vehicle Crossings.....Number	1,071,300	3.6	5,661,244	1.9
FRUITS AND VEGETABLES RECEIPTSCarlots	2,195	1.9	10,187	1.1
LIVESTOCK SLAUGHTER (Insp. Dist.)Number	168,760	-1.9	977,325	7.6
*S. F. LIVING COSTS—All ItemsIndex	116.1	1.0	115.8(a)	1.7
*RETAIL FOODIndex	114.1	-1.6	113.3	1.9

*New Series (1947-49 Avg.=100) (a) March and June average; (p) Preliminary estimate. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

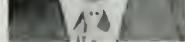
Welcome, New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization. These San Franciscans have added their names to the long list of progressive business people who are working together, with their Chamber of Commerce, to achieve greater individual growth through community strength and prosperity. . . .

LITHOTYPE PRESS CO. Lithographers 523 Folsom Street	PROGRAM PRINTING COMPANY Lithography 34 Hyde Street	G. M. SIMONSON Consulting Engineer 625 Market Street
MARTIN & BROWN Funeral Directors 2200 Sutter Street	PUBLIC RENTAL CENTER Real Estate 323 Noe Street	ELTON B. STEPHENS & ASSOCIATES Sales Agency 25 Taylor Street
McINTYRE ENGINEERING CO., INC. Manufacturers 137 So. Linden Avenue, So. S. F., California	PURVES SUPPLY COMPANY Plumbing and Heating Supplies 351 Eleventh Street	STONE AND MULLOY, ARCHITECTS, Marracchini & Patterson Architects 619 California Street
RICHARD N. MELTZER ADV., INC. Advertising 785 Market Street	GEORGE W. REED & CO. Masonry Contractors 1390 South Van Ness	THE SUMITOMO BANK (CALIFORNIA) Banking 440 Montgomery Street
METTEN & GEBHARDT, INC. Leather Tanners 1775 Egbert Avenue	JOHN LYON REID Architect 1069 Market Street	SUN TAI SAM YUEN Restaurant 622 Jackson Street
A. M. MIRON AND CO. Real Estate 632 Montgomery Street	ALEX E. REIKES Leather and Rubber Products 1219 Folsom	SWISSAIR Airline 260 Stockton Street
RENE S. MIYAKE Real Estate 2016 Fillmore Street	MARK RODMAN Direct Mail Advertising 690 Market Street	THOMPSONS & COMPANY Insurance Brokers 111 Sutter Street
MONTERO REALTY Real Estate 3343 Twenty-Third Street	ROLLIN RODOLPH CO. Certified Public Accountants 1 Montgomery Street	TOKYO SUKIYAKI Restaurant 825 Pacific Avenue
ADELE MORAN Children's Wear 478 Post Street	ROYAL FLOCKING CO. Wholesale Novelties 474 O'Farrell Street	TRANS-BAY FEDERAL SAVINGS AND LOAN ASSOCIATION Savings and Loan 1738 Post Street
NELSON-KENT REFRIGERATION, INC. Frigidaire Refrigeration 2260 Palou Ave.	RUTHERFORD & HOOD Mattress Manufacturers 1501 Cortland Ave.	TRAVENS EQUIPMENT RENTAL, INC. Equipment Rental 3747 Seventeenth
NEVADA YUBA LANDOWNERS ASSN. Leasing and Subleasing Grazing Lands P.O. Box 205, Nevada City, California	SAFO Manufacturers Women's Coats 731 Market	THE TROJAN COMPANY Export - Import 2166 Market Street
NORMANDIE RESTAURANT Restaurant 1326 Powell Street	SAN FRANCISCO BASEBALL CLUB, INC. Recreation Seals Stadium, Sixteenth and Bryant Sts.	UNIVERSAL STEEL PRODUCTS CO. Metal Stamping 177 Stillman Street
NORTH AMERICAN NOODLE CO. Noodle Manufacturers 715 Clay Street	THE SAN FRANCISCO GROCERY CO., LTD. Wholesale Grocers 203 Williams Avenue	VIDEO METER, INC. Commercial Television Rentals 104 Ninth
OREGON PULP & PAPER COMPANY Paper Manufacturers 235 Montgomery	SAN FRANCISCO HOME SHOW Home Show Exhibition 31 Geary Street	VULCAN SERVICE CO., INC. Sales Agency 25 Taylor Street
PACIFIC INVENTORY CO. Marine and Commercial Inventories 112 Market Street	SAN FRANCISCO PROVIDENT LOAN ASSOCIATION Loans 932 Mission Street	WALTON REALTY Real Estate 1513½ Geary Street
PACIFIC SPECIAL MESSENGER Messenger Service 260 Kearny Street	SAN YUEN CO. Manufacturers, Soy Bean Sauce 641 Broadway	JOHN WANSLEY Import - Export 315 Montgomery Street
PACIFIC STATES PRINTING COMPANY Printers 815 Battery Street	THE SANWA BANK, LTD. Foreign Exchange Banking 465 California	WEEKUN COPRAX INDUSTRY CO., INC. Import - Export 24 California Street
PACIFIC WELDING & MACHINERY CO. Hardface Welding Shop 171 Stillman	SCALA RADIO CO. Electronic Manufacturers 2814 Nineteenth	HEWITT C. WELLS Architect 165 Jessie Street
PALACE NEW MONTGOMERY GARAGE, INC. Parking Lots and Garages 125 Stevenson	L. SCHAFFER & CO. General Iron Works 28 Thirteenth Street	WEST COAST CARBON & RIBBON CO. Carbon and Ribbons 431 Bush Street
W. A. PALMER FILMS, INC. Moving Picture Studio 611 Howard Street	SCHNEIDER BROS., INC. Furs — Retail 240 Post Street	WEST COAST REAL ESTATE CO. Real Estate 1648 Newcomb Avenue
W. PARKS MACHINE SHOP General Machine Work 2472 Third Street	SCOTT THEATRICAL AND MODEL AGENCY Theatrical Employment Agency 262 O'Farrell Street	WESTERN CALIFORNIA FISH CO. Wholesale Fish 556 Clay Street
LESLIE J. PEARCE Publisher 821 Market Street	SERVICE GOLD OF CALIFORNIA Gold Stamping 767 Market Street	WESTERN HARDWARE & TOOL CO. Linemen's Tools, etc. 122 Tenth Street
PEPPERELL SHIPPING COMPANY Steamship Agents 149 California Street	SHANNON & JOHNSON KNITTING MILLS Knitting Mills 120 Burrows Street	WILSON LETTER SERVICE Letter and Addressing Service Hearst Building
GEORGE M. PHILPOTT CO., INC. Mining Industry Equipment 1060 Bryant	H. SHENSON Purveyors of Meats, etc. 350 Third Street	FRANK LLOYD WRIGHT Rep. Aaron G. Green, A.I.A. Architect 319 Grant Avenue
PITNEY-BOWES, INC. Postage Meters 1939 Market Street		YAMATO SUKIYAKI HOUSE Restaurant 717 California Street
POWER COST SERVICE CORPORATION Power Cost Consultants 995 Market		ZABLOCKI & ASSOCIATES Printers 677 Folsom Street
PREFERRED RENTAL & REALTY SERVICE Realty Brokers 47 Kearny Street		

Mansure Welcomed To S.F. By Chamber

Edmund F. Mansure, Washington, D. C., new administrator of the federal government's General Services Administration, recently conferred with San Francisco Chamber officials during an inspection of local GSA operations. J. W. Mailliard, III, Chamber President, attended a dinner in the administrator's honor at the St. Francis hotel.



Edmund F. Mansure

Mansure, a Chicago textile manufacturer, told Chamber officials that his job is "to bring about efficiency and economy in the federal government." GSA's San Francisco office acts as the central purchasing agency for some 150 federal offices in this area. The Chamber recently sponsored a luncheon at which more than 100 businessmen learned how to sell to the agency.

In addition to his duties as GSA administrator, Mansure is head of the Defense Materials Procurement Agency, which assists industry in expanding production of vital metals and minerals.

Substantial savings to the taxpayers could be effected, Mansure told Chamber officials, by increasing the scope of activities of his agency.

Traffic Progress Shown

(Continued from Page 1)

ten-point plan were the following accomplishments:

1. Secured a raise to \$5.00 in the minimum bail for parking violations.
2. Extension of the tow-away zones, which now include approximately 55 miles of streets, and rescinding of the commercial vehicle exemption.
3. Extension of the one-way street program, and new signal installations.
4. Extension of the number of intersections where left-hand turns are prohibited.
5. Progress by the Municipal Railway in its education program and policy of taking disciplinary action where violations of instructions occur.
6. Repeal of the Municipal commercial license ordinance, a war emergency measure, which had been widely abused in the post-war years.

The Traffic Conference has not been able to get an increase in traffic police personnel, according to the report. However, some progress was made on the off-street parking problem, since the St. Mary's garage will be ready for parking of some cars by March, 1954, and in the next four to six months it is expected that Commerce Athletic Field will be ready for self-parking of about 350 cars.

Highway Program To Be Presented

The Chamber's recommendations for 1954-55 state highway construction projects in San Francisco will be presented to the California State Highway Commission at its meeting August 19-20 in Sacramento, Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway Section, has announced.

Members of the Commission and the Division of Highways staff will be entertained at a luncheon August 19 at the Sutter Club, Sacramento. The luncheon is an annual affair designed to establish a cooperative relationship between the business elements of San Francisco and state officials. Members of the Chamber's Traffic and Highway Section are invited to attend.

Hitting The High Spots

With Walt Brown

GENERAL MILLS released its 24th Annual Report last week in SF through its local office headed by Vice Pres. E. O. Boyer simultaneously with its release in the East—on innovation in GM public relations—and reported on increase in net earnings to \$11,463,171 for the yr. ending May 31 compared to \$9,549,466 the previous yr. . . . OTIS, McALLISTER & CO., SF coffee importer, announces a revolutionary new sorting process by an "automatic electronic eye" that insures "new quality and uniformity unmatched in the history of the coffee industry;" a brochure on the McAllister-pioneered innovation is available at the firm's office, 310 Sansome St. . . . APPROXIMATELY 25,000 BOY SCOUTS visiting SF en route to and from the national jamboree last mo. received the Chamber's folder on SF prepared especially for them. . . . reaction was reported as "highly favorable." . . .

TRANS WORLD AIRLINES will offer brand new direct non-stop flights with 81-passenger Constellations between the Bay Area and Los Vegas beginning Aug. 14. . . . EDWIN M. WILSON of Thompkins & Co.—a member of the Chamber's Inter-City Comm.—is in Detroit discussing leadership with Pres. L. L. Colbert of the Chrysler Corp.—his award for winning the annual "leadership" public speaking contest of the Calif. Jr. Chamber. . . . OVER 300 EXHIBITORS are expected to participate in this year's S.F. Home Show at Civic Aud., Sept. 26-Oct. 4, acc'ding to A. F. Oddstad, Jr., pres. of the Associated Home Builders of No. Calif., sponsors of the show. Among exhibits will be two full-sized model homes; a stellar attraction will be Harry Owen's troupe of Hawaiian entertainers. . . . THE NEW YORK CITY BALLET opened at the War Memorial Opera House Mon. for a run through August 14 of 16 performances.



GENERAL MARK W. CLARK, USA, Commander in Chief, United Nations Forces in the Far East (right) is shown as he was welcomed by Chamber President J. W. Mailliard, III, at a civic luncheon July 30 in the Palace Hotel. Co-sponsored by the Chamber with the Commonwealth Club and the City and County, the event drew approximately 1,000 persons.

Korean Government Asks Data On Manufactures

The Chamber's World Trade Department has received an urgent request from the Korean government to aid in the obtaining of catalogs and brochures from manufacturers and distributors of numerous products for rebuilding the war-devastated country. The request was forwarded through Young Han Choo, Korean Consul General in San Francisco.

Information is requested on the following products: asbestos, bathroom fixtures, blasting powder, cement, engineering books, filters, glass, mining machinery, pipes, pumps, rock drills, safety equipment, scientific apparatus, tools and wood-working machinery.

Three copies of catalogs or brochures are requested, and should be mailed to the Korean Consulate General, 3500 Clay Street, San Francisco 18.

City's Industrial Growth

(Continued from Page 1)

Here are cumulative totals for the first six months of 1953:

San Francisco			
31 New Plants	\$ 67,000	35 Jobs	
31 Expansions	8,652,700	446 Jobs	
34 Projects	\$ 8,719,700	481 Jobs	
Bay Region (12 Counties)			
53 New Plants	\$119,312,400		
162 Expansions	49,740,290		
215 Projects	\$169,052,690		
Northern California (48 Counties)			
65 New Plants	\$120,542,400		
189 Expansions	56,461,417		
254 Projects	\$177,003,817		

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Bay Region Business

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Highway Program Presented Today

Construction and right-of-way allocations totaling \$44,100,000 in the 1954-55 State Highway budget for three freeway projects in San Francisco and the open water portion of the Bayshore freeway in San Mateo county are being recommended to the State Highway Commission in Sacramento this morning by the Chamber's Traffic and Highways Section.

The Chamber representatives, headed by Leonard S. Mosias, Chairman of the Traffic and Highway Section, are also recommending that the 1954-55 budget include provisions for plans and surveys for an additional 10.5 miles of freeways in San Francisco.

The recommendations are the result of an extensive study of San Francisco's traffic and highway needs by the Chamber's Freeways Subcommittee headed by Carroll Newburgh, Chairman.

Freeway projects recommended by the Chamber for construction and right-of-way allocations are: (1) Route 68, Bayshore freeway, from Third to Fifth streets (.2 mile) at a cost of \$1,200,000, and from the South City line to Salinas street (1.0 mile) at a cost of \$1,300,000; (2) Route 68, Bayshore freeway, open water portion from the South City limits to connect with the existing Bayshore freeway near South San Francisco (3.5 miles) at a cost of \$6,000,000; (3) Route 224, Embarcadero freeway, (Continued on Page 4, Column 2)

Chamber Action

Highlights of the Past Two Weeks:

1. Prepared two-day entertainment program for 165 "Valley Days in San Francisco" guests (P. 1)
2. Recommended detailed plans for 1954-55 State Highway construction projects to State Highway Commission (P. 1)
3. Through Chamber President, represented San Francisco at Seattle conference with Japanese delegation (P. 1)
4. Moved ahead on forest fire prevention program; appointed "Keep Green" Committee members (P. 4)
5. Revealed vital progress factors of city and area in new Economic Survey (P. 4)



A BIG PROGRAM for "Valley Days in San Francisco" was being mapped out (above) in final form this week by (seated, left to right) Richard W. Goodspeed, Program Committee Chairman; Roy P. Cole, Inter-City Section Chairman; Grover S. Tracy, General Valley Days Chairman; and (standing, left to right) Oscar O. Stamm, Hosts Committee Chairman and Richard T. Stephens, Coordinator.

165 San Joaquin Valley Leaders In City Today For "Valley Days" Program

More than 165 business and agricultural leaders of the San Joaquin Valley arrived in San Francisco last night and this morning to enjoy two days of sightseeing and entertainment as guests of the San Francisco Chamber of Commerce.

It was the opening of the Chamber's 1953 "Valley Days In San Francisco"—fourth annual event of its kind in which local business firms under Chamber auspices entertain leaders of the vital trading areas adjacent to the city.

Mailliard Represents City At Seattle Mayors' Meet

Chamber President J. W. Mailliard, III, today is in Seattle, Washington, representing San Francisco at the Second Conference of Japan-Pacific Coast mayors and Chamber of Commerce Officials.

Mr. Mailliard, who is representing both the San Francisco Chamber and Mayor Elmer E. Robinson at the meeting, spoke of the conference as an "unusual opportunity for development of mutual understanding between Pacific Coast officials and the most important trading nation in the Far East."

Problems of municipal administration, relationships with industry and the role of Chambers of Commerce in local government are among the topics under discussion. Attending is a delegation of more than 40 Japanese representatives; and mayors and Chamber of Commerce officials from 15 Pacific Coast cities.

Purpose of "Valley Days" is to show the San Joaquin people just what San Francisco has to offer them in the way of trading, manufacturing, commercial and shipping facilities, according to Grover S. Tracy, General Chairman.

Following a welcoming program this morning at the St. Francis hotel, the visitors will have a choice of four tours: (1) the Stock Exchange and American Can Co.; (2) the Federal Reserve Bank and Schlage Lock Co.; (3) A. Carlisle & Co., and Pacific Telephone & Telegraph Co.; and (4) Western Merchandise Mart and Continental Baking Co. This afternoon there is a choice of tours of the Bethlehem Pacific Coast Steel Co. plant or the United Air Lines maintenance base.

Breakfast will be held Friday at the Top of the Mark, followed by a tour of the Bethlehem shipyard. Luncheon at the St. Francis yacht club will be followed by a tour on the Chamber's "Great Golden Fleet."

SEE NEW GUIDE TO CHAMBER SERVICES ON INSIDE





as near as

San Francisco

EX. 2-4

J. W. Mailliard, III—President; G. L. Fox—General Manager

HERE IS YOUR DIRECTORY TO CHAMBER DEPARTMENT

ASK FOR THIS LOCAL	DEPARTMENT (COMMITTEE)	OBJECTIVES	Some of Many MEMBER SERVICES
85	AGRICULTURE— Produce Market Site Section Range Reclamation Section Livestock Expositions Section RANDLE P. SHIELDS, Manager	Improve the welfare of agriculture and foster goodwill and understanding between San Francisco and neighboring regions.	1. Agricultural information, crop reports and statistical data concerning San Francisco and adjoining farm areas. 2. Analysis and status of state and national legislation affecting agriculture. 3. Statistics on San Francisco's produce market. 4. Schedule of agricultural events: Grand National Livestock Exposition, etc.
74	CIVIC DEVELOPMENT— Fire Safety Section Traffic and Highway Section Mass Transit Section HAROLD V. STARR, Manager	Seek to improve and develop the City and County of San Francisco through studies and recommendations on current and proposed municipal programs in such fields as traffic, street and highway improvements, fire fighting facilities and regulations, land use and other phases of City planning, zoning, public buildings, transit facilities and services.	1. Advise as to status of and programs for meeting civic problems: Transportation, parking, housing, urban redevelopment, freeways and highways, housing, public buildings, recreation and park projects. 2. Liaison with city departments and officials for consideration of needed public improvements.
63	DOMESTIC TRADE— Inter-City Section Hawaiian Affairs Section Alaskan Affairs Section Great Golden Fleet JOSEPH R. MIXER, Manager	Develop San Francisco as the market center of the West by aiding establishment of new distributive firms and by service to existing businesses; encourage the sale of products made or distributed from San Francisco; create good trade area relations.	1. "Business Tips" — New Opportunities in Domestic Trade. 2. List of Municipal and State permits necessary for new businesses. 3. Special business aids material. 4. General market information (Supplies, competition, other factual aids). 5. Commodity Source File — 125,000 products with manufacturers and local suppliers. 6. New personal contacts for wider outlets in trade area. 7. Thirteen separate directories: manufacturers, branch offices, agents, etc. 8. Files of current government bids invited.
44	INDUSTRIAL— Industrial Advisory Committee Mining Committee Industrial Development Committee Special Projects Committee Building Code Section Manufacturers Committee Chemical Industries Section Electrical Industries Section L. M. HOLLAND, Manager CHARLES A. ANDERSON, Asst. Mgr.	Advance San Francisco and the Bay Region as the best location for many types of factories and as a center for processing western raw materials, while working to improve local, state and national conditions under which San Francisco Bay Region manufacturing is conducted.	1. Assistance in securing defense work. 2. Preparation of site, building and other technical data for industrial prospects and others. 3. Industrial directories and information. 4. Data on San Francisco, Bay Region and Northern California industrial development. 5. Cooperation with prospective investors seeking local manufacturing opportunities. 6. Counsel on western mining problems and opportunities. 7. Building code improvement, industrial water resource development, and correction of waste disposal and pollution problems.
28	MEMBERSHIP RELATIONS— Second Century Club JOSEPH M. O'DONOHUE, Manager W. R. Jeffries, W. H. Kirkpatrick, P. B. Mayer, Field Representatives	Increase the strength and effectiveness of the Chamber by maintaining and expanding the membership base and by providing liaison for the exchange of information between the Chamber's staff and its members and the public.	1. Personal contact with members to inform them of the Chamber's services and show them ways in which they can enjoy fuller participation. 2. Handle members' opinions and suggestions on expansion or improvement of Chamber services.
84	PUBLICITY— WALTER J. BROWN, Manager RALPH S. CLESS, JR., Asst. Manager	Publicize and advertise the City and County of San Francisco and its economic and cultural development locally, nationally and internationally, for the ultimate benefit of local business; inform members and the public as to the aims, action and accomplishments of the Chamber.	1. Publish Bay Region Business. 2. Technical data in fields of newspapers, radio, television and other media. 3. Special material, literature and pictures. 4. Information on publicity and advertising.

KEEP THIS — TO CA

our telephone

Chamber of Commerce

Shillito—Assistant General Manager; Marie A. Hogan—Secretary.

YES AND SERVICES. KEEP IT HANDY . . . USE IT OFTEN!



ASK FOR

THIS LOCAL	DEPARTMENT (COMMITTEE)	OBJECTIVES	Some of Many MEMBER SERVICES
85	PUBLIC AFFAIRS— Armed Forces Section Aviation Section Public Health Section RANDLE P. SHIELDS, Manager Legislative and National Affairs Section Tax Section ROBERT M. SHILLITO, Manager	<i>Study public questions regarding Aviation, Armed Forces, Public Health, State and Federal Taxation and Expenditures and other matters of law and governmental regulation and administration, recommending action based on the public interest.</i>	1. Facts on problems of government expenditures, taxation, organization and services. 2. Spearhead drives to reduce taxation and obtain efficiency and economy in government. 3. Analysis and status of local, state and federal legislation—state and local ballot measures. 4. Directory of elected representatives. 5. Information on air transportation, aircraft manufacturers, equipment and materiel sources, publications, aviation associations and governmental agencies, etc.
10	RESEARCH— RALPH B. KOEBER, Manager	<i>Work to recognize significant economic trends and to share the findings at industry and community levels; provide major centralized facility for basic information sources and economic data regarding business and industry resources of San Francisco and other western market areas.</i>	1. Business Reference Library and Information Service. 2. Economic data on San Francisco-Bay Area. 3. Organization directories (more than 1,000 organizations) and list files. 4. Monthly business activity reports. 5. Maps and literature on City and Area.
74	RETAIL MERCHANTS ASSOCIATION— HAROLD V. STARR, Managing Director	<i>Work to protect and improve San Francisco retail industry, furnishing information pertinent to all matters concerning the City's retail interests.</i>	1. Directory of Retail Merchants. 2. City and State sales tax cards. 3. Reports on fair trade, store hours, civil defense; holiday information.
85	SPECIAL EVENTS— Business-Education Day Committee Program Section Keep Green Committee (Forest Conservation) RANDLE P. SHIELDS, Manager	<i>Plan and execute special events that reflect the business community's interest in San Francisco's economic and social welfare.</i>	1. Information on Chamber special events. 2. Enable members to participate in Business-Education Day, and Education-Business Day. 3. Material for employer-employee educational programs on American economic system.
75	TRANSPORTATION— Carriers Traffic Section Shippers Traffic Section WALTER A. ROHDE, Manager JAMES M. COOPER, Asst. Manager	<i>Assure San Francisco of adequate rail, water, highway and air transportation services at just and reasonable rates and fares which will attract and hold industry, business volume, port traffic and tourist travel.</i>	1. Representation of community viewpoint in rate proceedings. 2. Rate quotations and routing information. 3. Advice on freight and passenger services, schedules and facilities. 4. Explanation and status of state and federal transportation legislation. 5. Explanation of I.C.C. and other decisions. 6. Advice on rate adjustments, claims, etc. 7. Copies of rate dockets and other documents.
49	WORLD TRADE— Arbitration Committee Appeals Committee World Trade Week Committee Foreign Trade Zone Committee School of World Business and Technical Advisory Committee ALVIN C. EICHHOLZ, Manager ROBERT H. LANGNER, Asst. Manager	<i>Promote expansion of two-way commerce for the Port of San Francisco through educational and service programs; distribute current commercial information on San Francisco throughout the world. Promote sound international economic policy for the United States. Staff World Trade Association.</i>	1. Shipping document certification. 2. Special letters or certificates required by some markets, and letters of introduction. 3. Indexed directories, catalogs, telephone books and other current trade and reference material from foreign countries. 4. Counsel on trade problems. 5. Publish International Bulletin giving World Trade "Tips"—Business opportunities abroad. 6. Present key business leaders and government officials at World Trade Association luncheons to advance expert knowledge of trade conditions. 7. Facts on Foreign Trade Zone, port facilities, services, rates, charges and commerce.

S -- TO HELP YOU!

Chamber Moves Ahead In Forest Fire Prevention Program; Committees Named

William J. Losh, Chairman of the Chamber's "Keep Green" Committee, last week announced the appointment of 18 executives to the newly formed group and at the same time revealed a Chamber of Commerce forest and range fires prevention program is already under way.

Through the cooperation of the San Francisco Public Utilities Commission, Losh said, every water bill sent out in the city of San Francisco during the next two months will contain a forest fire prevention message.

Growth Of City And Area Shown In New Survey

San Francisco and the nine-county Bay Area continue to register substantial gains in population, trade and industry — accounting for approximately 40 per cent of California's financial transactions—and is growing at an average rate of about 7,000 residents a month, according to the San Francisco Chamber's annual Economic Survey and Yearly Review.

San Francisco's population on January 1, 1953 was estimated at 798,000, compared with 775,357 on April 1, 1950. Based on population, San Francisco ranks as the eleventh largest city in the nation—and ranks close to first in several economic and social developments.

The nine-county Bay Area will have over 3,000,000 residents by the end of 1953, the survey predicts. Another half-million is expected to be added to the population total by 1960. Although the Area's 6,981 square miles of land comprises only 4.5 per cent of California's total, it accounts for 25 per cent of the families and retail trade, 28 per cent of the civilian individual income, 29 per cent of industry's payroll, 47 per cent of the waterborne commerce and 39 per cent of the wholesale trade.

The Survey points out that San Francisco maintains an impressive list of "first" positions among the cities of the Pacific Coast — in waterborne commerce, as a financial center and security market, as a market and distribution center, in economy of distribution costs to the Western market, in wholesale sales per capita, in per capita development and as a communication center."

WHAT'S GOING ON

In Committee Meetings

PROBLEMS OF THE AGED SUB-COMMITTEE—August 21, 1953, First floor conference room, 2:00-4:00 p.m.

Agenda: Discussion of problems of the aged. "KEEP GREEN COMMITTEE" — August 25, 1953, Room 200, Chamber, 3:30-5:00 p.m.

Agenda: Discussion of Forest Fire Prevention. **TRAFFIC & HIGHWAY SECTION**—August 26, 1953, Room 200, Chamber, 10:30-12 noon.

Agenda: Report of luncheon meeting in Sacramento. Captain Jack Eker, San Francisco Police Department will discuss traffic violations. T. A. E.—August 31, 1953, Solari's, 12 noon.

Among other activities designed to make San Franciscans conscious of their obligation to help prevent fires in the 4,500,000 acres of timberland adjacent to San Francisco, was a television program over Station KPIX August 14.

Appointed to the Chamber's "Keep Green Committee" were: Ben S. Allen, Redwood Region Conservation Council; R. J. Barbieri, Bank of America; Frank C. Colridge, Board of Fire Underwriters of the Pacific; William S. Cuilenward, Columbia Broadcasting System; Alfred Crapsey, National Broadcasting Co.; Morris Edelman, San Francisco Hotel Association; Oscar Evans, American Forest Products Corporation; William F. Fielder, Fielder, Sorensen & Davis; Joseph W. Fontana, Foster and Kleiser Co.; John Larson, Associated Sportsmen of California; Don J. Lewis, U. S. Forest Service; William D. Pabst, Don Lee Broadcasting System; Lawrence L. Spiro, The Spiro Co.; Karl M. Stull, Retail Dry Goods Association; Raleigh A. Taylor, State Division of Forestry; Frank B. Williams, Haskins & Sells and W. H. Wilde, The McCarty Co. Additional members will be named later.

Highway Plan Presented

(Continued from Page 1)

from the Bay Bridge to Broadway (1.3 miles) at a cost of \$23,100,000; and (4) Routes 2 and 223, Central and Panhandle freeways, from Bayshore, near 13th and Mission streets, across Market street to the Panhandle freeway in the vicinity of Fell, Oak and Turk streets (.9 mile) at a cost of \$12,500,000.

The Chamber is requesting the Highway Commission to give consideration to financing plans and surveys on the following freeway projects totaling 10.5 miles: (1) Route 224, Embarcadero freeway, from Broadway to Van Ness (1.7 miles); (2) Route 223, Panhandle freeway, from Civic Center to the western part of the city (2.3 miles); and (3) Route 56, Junipero Serra, Park Presidio freeway from South City limits to Golden Gate park junction with the Panhandle freeway and to Golden Gate bridge (6.5 miles).



CIVIC LEADERS joined ABC executives in launching construction of the new \$1,500,000 ABC Radio-TV Center in San Francisco early this month. The building when completed will provide complete facilities for KGO and KGO-TV. Participating in the "launching" ceremonies were (above, left to right): Earl J. Hudson, Vice President of ABC in charge of its West Coast division; San Francisco Chamber President J. W. Mailliard, III; Mayor Elmer E. Robinson, and James H. Connolly, ABC Vice President in charge of its San Francisco office.

Hitting The High Spots

With Walt Brown

HOLIDAY MAGAZINE in its Sept. issue devotes its full cover and almost 18 pages to a fine picture-story of SF. Saluting the issue on behalf of the Chamber, Pres. J. W. Mailliard tomorrow will appear on the Les Malloy KGO-TV Show to receive a specially bound copy of HOLIDAY from John Garvin, SF branch mgr. of Curtis Publishing Co. . . . JEROME P. NEUBAUER—representing the third generation of his family associated with Davis Schonwasser Co. (which shortly will be celebrating its 100th anniversary)—last wk. announced groundbreaking for his firm's new San Mateo store on 4th Ave. off El Camino Real. A 1½ story building, it will cover 5,000 sq. ft. and cost approx. \$80,000. It will be ready for occupancy sometime in Nov. . . . ALBERT M. COLE, Nat'l Housing and Home Finance Administrator, meeting in SF with local business persons, was a guest Aug. 9 of the Chamber at a special luncheon. . . . THOMAS W. BRIGGS, president of Welcome Wagon, Inc., visiting Pacific Coast cities with a view to selecting western hdqts. for his organization, was a guest Aug. 12 of the Chamber's Industrial Dept. . . . MEMBERS of the Chamber's Armed Forces Section will represent this organization at Saturday's (Aug. 22) graduation exercises of the 3rd Candidate Co., CNG Officer Candidate School, at the Alameda Naval Air Station.

Bay Region Business
PUBLISHED BY THE
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BAY REGION BUSINESS

WALTER J. BROWN, Editor

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"LAST CALL FOR HAWAIIAN TRADE TRIP!" . . . J. W. Mailliard, III, Chamber President, (center) receives an invitation to visit Hawaii October 8-19 from Howard K. (for Kekalo-huokalanikie) Morris (left), Cruise Director of the Lurline, and George F. Hansen (right), vice-president of Matson Navigation Co., and Chairman of the Chamber's Hawaiian Affairs Section.

More than 50 reservations have been made for the trade promotion trip to the Islands sponsored by the Chamber's Domestic Trade Department. Additional reservations are expected and those interested are urged to contact the Chamber's Domestic Trade Department immediately by calling EXbrook 2-4511, Ext. 76. The trip is an opportunity for Chamber delegates to combine business contacts with a luxurious vacation.

The Lurline leaves San Francisco October 3, Pan American and United Air Lines flights leave October 7, and both arrive in Honolulu October 8. The group will meet Hawaii's governor and Honolulu's mayor, and tour the scenic spots and industries of the Islands.

Valley Days Event Most Successful Ever Held

The largest and most successful "Valley Days in San Francisco" trade development event yet sponsored by the Chamber's Inter-City Committee was concluded Friday, August 21 as some 165 Valley businessmen returned to their homes after two days of entertainment in The City.

Tours through Schlage Lock Company and bay cruises aboard the Chamber's "Great Golden Fleet" (see photos at right) were part of an extensive program of instruction and entertainment. There were breakfasts and luncheons, and many "behind-the-scenes" views of the city's complex business and industrial economy.

Grover S. Tracy and Richard W. Goodspeed were General Chairman and Program Chairman respectively. Roy P. Cole is Chairman of the Inter-City Committee.

Chamber Action

Highlights of the Past Two Weeks:

1. Aided in formation of new plan for retention of giant relief map (P. 4)
2. Added vigorous support to community efforts in second bay crossing matter (P. 1)
3. Supplied S.F. literature for State Fair (P. 4)
4. Finalized plans for Hawaiian trade development trip (P. 1)
5. Hosted 165 San Joaquin Valley businessmen in trade promotion event (P. 1)
6. Compiled 7-months business activity survey (P. 2)
7. Planned trade trip to Salt Lake City (P. 4)
8. Previewed Chamber-produced range reclamation film (P. 4)



"VALLEY DAYS" visitors watch operation of giant press at Schlage Lock Company.

Chamber Supports City Bridge Stand

J. W. Mailliard, III, Chamber President, has announced strong support of city officials in their efforts to obtain Navy agreement to a straight line second Bay crossing from Army Street to Bay Farm Island, Alameda.

"The Chamber is behind the city's position and will do everything it can to strengthen the hand of city officials," Mailliard said. The Navy has modified its original objections, but is still requesting portions of the Bay waters for an expanded seadrome to accommodate future jet seaplanes. The Navy requirements would compel a crossing in the shape of a shallow crescent.

"This crossing has already suffered too many delays," Mailliard said. "San Francisco is right to insist that the crossing go by the most direct route. We'll get it if we all pull together."

Mailliard said he felt so strongly about the matter that he would accompany the city's delegation to Washington if he thought he could help. The delegation of city officials will express to the Navy chiefs in Washington San Francisco's insistence on a straight line crossing.

In a letter addressed earlier this week to the Honorable Robert B. Anderson, Secretary of the Navy, Mailliard appealed to "the wisdom" of the cabinet officer, urging that the Navy's position be reversed. Expressing appreciation of Navy's consideration of the needs of national defense, Mailliard at the same time noted the requirements of the Bay Area "civilian economy" which are tied in very closely with the second Bay crossing.

He asked consideration of "the six million people, of whom we are representative," in the Navy's reconsideration of its stand.



HARRY BARUSCH'S "ADIOS II"—and a group of Valley businessmen.

General Business Activity

The Bay Area economy, based on healthy diversification of residential, business and industrial growth, is rolling ahead chalking up substantial advances in many fields of activity, with possibilities of a new all-time employment high for September. The first 7 months measured against a year ago reveal gains in total employment of 2.5%; manufacturing employment 3.5%; department store sales 4%; new dwelling units starts 4.2%; freight car movements 5.8%; and ship arrivals 6.6%; while modest gains included bank debits 1.8%; vehicle traffic on the Bay Bridge 0.4%; and on the Golden Gate Bridge 3.6%. July activity compared to July a year ago registered these gains some of which resulted from the depressed activity accompanying the steel strike a year ago: manufacturing employment up 7.3%; electrical energy consumption 10.4%; freight car movements 15.7% and ship arrivals 25.3%. Soft spots in July compared to last year were in shipbuilding and repair; lumber and petroleum products industry; and the construction field during the first half of July was also adversely affected by industrial disputes.

EMPLOYMENT GAINS CONTINUE

Employment in the San Francisco metropolitan area is expected to reach an all-time high in September, according to the State Department of Employment, which anticipates increased activity in food processing and normal labor-management relations. July total employment in the metropolitan area amounted to 1,024,000 compared to 1,013,600 a year ago. Gains in manufacturing and retail trade in July were cancelled out by work stoppages in the construction field and reduction in government group but increases in transportation, communication and utilities group and service group and a new high in finance, insurance and real estate group, resulted in a net gain of 10,400 employees. The manufacturing industry group with 223,500 employees accounted for 22% of the total employment; service for 204,500 or 20%; retail trade for 171,400 or 17%; transportation, communication and utilities 116,400 or 11%; government 89,300 or 9%; wholesale trade 71,300 or 7%; finance, insurance and real estate 66,000 or 6%; and agriculture for 22,000 persons or 2%.

FINANCIAL TRANSACTIONS

Financial transactions, measured by bank debits to demand accounts, in the Bay Area during the 7 months amounted to \$27.4 billion or nearly one-half billion dollars above a year ago, but accounted for only 28% of the District total compared to 30.6% last year. San Francisco Stock Exchange transactions 7 months cumulative of 11,391,576 shares with market value of \$123,219,242, represented an increase of 2.3% although the number of shares was down 4.4%.

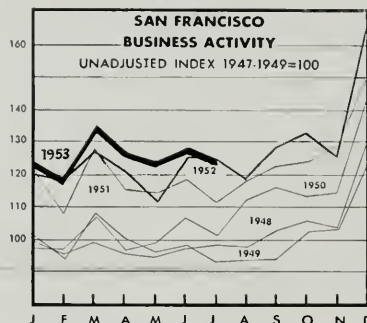
RETAIL TRADE IMPROVES

Department store sales for the metropolitan area for the first 7 months were up 4%. July sales were identical to last year.

TRANSPORTATION AND UTILITIES

In July the transportation, communication and utilities group was employing 116,400 persons in the metropolitan area or 7,400 more than a year ago and there was

good evidence of increased business. July freight car movements in the San Francisco-Oakland switching limits totaled 42,629 compared to 36,830 a year ago, and the 7 months total was 294,204 compared to



278,110 last year. July shipping was near an all-time high with 446 arrivals, and the 7 months total arrivals of 2,982 ships of 13,982,322 registered tons represented a new high for this period in registered tonnage. Foreign cargo accounted for nearly one-half of the revenue tonnage in the Port of San Francisco during the first 7

months and was 2.3% above a year ago. In the utilities field electrical energy sales in the Bay Area during July, amounting to 540.4 million kilowatt hours, represented an increase of 10.4% over last year.

CONSTRUCTION

Despite the interruption in June and part of July in the contract construction field, new dwelling unit starts reported during the first 7 months in the 9 Bay Counties climbed to 19,112 compared to 18,347 a year ago.

INTERSTATE AND INTER-CITY VISITORS EXCEED A YEAR AGO

Travelers entering California via-out-of-State automobiles through Northern California gateways during the first 7 months were reported at 1,157,606 or 12% above 1952, and the number of out-of-State automobiles totaled 432,167, up 10%. Inter-City Bridge traffic in July also exceeded July last year with Bay Bridge vehicle crossings numbering 2,743,205 or a daily average of 88,490 compared to 85,749 a year ago, and the peak day of Friday, July 31, numbered 105,301 vehicle crossings.

The Golden Gate Bridge chalked up a new monthly high of 1,185,914 vehicle crossings or a daily average of 38,255 compared to 36,358 a year ago.

7-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	JULY 1953	% FROM 1952	7 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	122.0	-1.2	124.7	3.3
CONSTRUCTION PERMITSTotal Number	773	8.9	5,066	9.9
Residential, New.....Value	3,661,190	11.3	28,042,196	0.1
Dwelling Units.....Number	1,806,095	50.5	9,622,795	13.5
Single-Family Units, New.....Value	145	15.1	963	-1.6
Non-Residential, New.....Value	75	-29.9	512	-1.7
Addns., Alterations and Repairs.....Value	196,000	-57.1	10,258,868	2.1
REAL ESTATE—Deeds RecordedNumber	1,659,095	1.6	8,145,463	-14.2
FINANCE—Bank Debits\$	1,801	9.4	11,225	3.6
RETAIL DEPARTMENT STORE SALESIndex	99	0.0	105	4.0
FINANCE—Bank Receipts\$	3,146,636	-2.9	21,768,198	2.5
Postal Receipts.....\$	2,392,431	-13.8	18,058,903	0.3
S. F. Stock Exchange.....Shares Traded	1,830,239	-14.1	11,391,576	-4.4
Market Value \$	15,675,151	-3.6	123,219,242	2.3
COMMERCIAL FAILURESNumber	11	57.1	87	15.0
INDUSTRY TREND—6 Bay Area Counties Total Employed(Employed, No.)	1,024,000(p)	1.0	1,021,332(p)	2.5
Manufacturing.....	223,500(p)	7.3	214,614(p)	3.5
Construction, Contract.....	57,300(p)	-12.8	64,446(p)	4.9
Finance, Ins., Real Estate.....	66,000(p)	0.5	64,677(p)	2.4
Retail Trade.....	171,400(p)	3.2	170,854(p)	3.0
Wholesale Trade.....	71,300(p)	0.1	71,537(p)	1.4
Service.....	204,500(p)	1.3	205,353(p)	0.7
Trans., Comm. & Utilities.....	116,400(p)	6.8	116,580(p)	0.5
Agriculture.....	22,000(p)	3.8	19,226(p)	3.5
Govt., Fed., State, City.....	89,300(p)	-5.0	91,454(p)	-2.7
Other.....	2,300(p)	4.5	2,211(p)	-0.3
PLACEMENTS IN SAN FRANCISCOTotal	1,799	-27.5	13,760	-21.1
TRANSPORTATION FRT. CAR MOVEMENTSNumber	15,051	6.9	105,667	5.0
S. F. Airport—Planes In and Out.....	9,512(b)	10.5	55,942(c)	10.6
Passengers Off and On.....	175,529(b)	19.5	913,701(c)	12.7
Air Mail Loaded & Unloaded.....Lbs.	2,287,916(b)	7.5	14,153,720(c)	-3.4
Air Express Loaded & Unloaded.....Lbs.	484,170(b)	-1.7	3,036,973(c)	11.3
Air Freight Loaded & Unloaded.....Lbs.	3,252,114(b)	11.2	18,143,553(c)	1.2
Rail Express Shipments.....Number	102,790	-8.8	743,990	-13.0
PORT OF SAN FRANCISCO—Revenue TonsTotal	473,367	24.8	3,312,331	-0.9
Coastwise.....Revenue Tons	6,379	-2.3	75,211	-0.8
Intercoastal.....Revenue Tons	51,538	206.9	267,412	-1.0
Foreign.....Revenue Tons	225,360	35.5	1,584,522	2.3
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	446	25.3	2,982	6.6
Millions of Registered Tons.....	2,146,217	30.2	13,982,322	11.7
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	1,085,127,800	-3.6	9,574,517,900	-0.8
*Elec. Energy Sales—K-w. hours.....Index	115	0.9	127	5.0
Water Consumption—Comm. and Ind.....(a)	0.0	0.0	0.0	0.0
NEW DEVELOPMENTS—Tourist and SettlerInq. No.	1,201	15.5	7,918	18.4
Bay Bridge Vehicle Crossings.....Number	2,743,205	3.2	17,878,924	0.4
Golden Gate Bridge Vehicle Crossings.....Number	1,185,914	5.2	6,847,158	2.5
FRUITS AND VEGETABLES RECEIPTSCarlots	(a)	0.0	(a)	0.0
LIVESTOCK SLAUGHTER (Insp. Dists.).....Number	172,663	5.3	1,149,988	7.3
*S. F. LIVING COSTS—All ItemsIndex	116.1(h)	1.0	115.8(d)	1.7
*RETAIL FOODIndex	113.2	-0.6	113.9	-1.2

*New Series (1947-49 Avg.=100) (a) Not available for survey. (b) Year latest. (c) 6 months' cumulative. (d) March and June Quarterly average. (p) Preliminary. Basic Data sources not shown due to space limitations, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Welcome New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization. These San Franciscans have added their names to the long list of progressive business people who are working together, with their Chamber of Commerce to achieve greater individual growth through community strength and prosperity.

AMERICAN STAMP MANUFACTURING COMPANY

Rubber Stamps—Marking Devices
1588 Market Street

PHILIP ANTROBUS, INC.

Lloyds Insurance 340 Pine Street

AUTO PROCUREMENT SERVICE

Procurement Agent 25 Taylor Street

AUTOMOTIVE CITY REPAIR

General Auto Repairs
501 South Van Ness Avenue

C. BARRANGO COMPANY

Mannequins 579 Market Street

BARUH LIQUORS, INC.

Wholesale Liquors 256 North 1st Street

BEACON PAINT COMPANY

Paint Manufacturers 2833 Army Street

BEST SERVICE CLEANERS, INC.

Dry Cleaners 1324 Fitzgerald Avenue

BRANIFF INTERNATIONAL AIRWAYS

Air Transportation 260 Stockton Street

BROWN & BIGELOW

Mfrs. Remembrance Advertising
116 New Montgomery Street

J. B. CALDER & COMPANY

Wholesale Electric Supplies
1017 Howard Street

CALIFORNIA SOUND ENGINEERS

Electronic Equipment 31 Lakeshore Plaza

JOSEPH L. CASTOR COMPANY

Dist. of Rio Grande Oil Products
400 Illinois Street

CLEMENTINA COMPANY

Contractors Equipment
2277 Jerrold Avenue

THE COLUMBIA COMPANY

Wholesale Tobacco 655 Jackson Street

CONTINENTAL AIR LINES, INC.

Air Line 209 Post Street

COREAH & MONGE

Building Contractors 165 O'Farrell Street

GARDNER A. DAILEY

Architect 442 Post Street

DILWORTH AUTO SERVICE

General Auto Repairs 1339 Buchanan St.

D'ORZI INVESTMENT COMPANY

Real Estate 169 O'Farrell Street

EXPERT BUILDING MAINTENANCE COMPANY

Building Maintenance 420 Market Street

FALSTAFF BREWING CORPORATION

Brewer 540 Hampshire Street

ERNEST C. GARBARINO

Building Maintenance 7 Front Street

E. J. GLINDEN

General Real Estate 1235 Noriega Street

CHAS. L. HARNEY, INC.

Heavy Construction Contracting
575 Berry Street

POTTER HOTEL

Hotel 1288 Mission Street

HOTELS STATLER COMPANY, INC.

Hotel 235 Montgomery Street

NEW U. C. MEDICAL CENTER

San Francisco Progressogram* - - - - - No. 1



\$24 MILLION EXPANSION UNDER WAY

San Francisco is one of the leading medical research and treatment centers in the world, and new proof of this fact is the current \$24,000,000 expansion of the University of California Medical Center on the steep slope of Parnassus Heights, overlooking the Golden Gate.

Begun in July, 1950, the expansion program is scheduled for completion December 1, 1956. The new Center is expected to be the best, most extensive and most modern in the West.

Approximately \$750,000 a month is paid to the many San Francisco contractors participating in the project. This money goes for huge payrolls and supplies of material—enhancing San Francisco's ever-growing economy.

Units already completed and in operation include: (1) Small unit

of the Medical Sciences Building, containing a radioactivity center and experimental laboratories; (2) remodeled buildings for use as laboratories for the Metabolic Unit, which investigates disease such as arthritis; and (3) Radiological Laboratory, financed by the Atomic Energy Commission, containing the most powerful source of X-ray specifically for cancer research—the 70 million volt Synchrotron.

Now under construction: (1) a 14-story wing of the Medical Sciences Building, to house research and clinical laboratories teaching facilities and administrative offices; (2) the 15-story, 500-bed Herbert C. Moffitt Teaching Hospital, and (3) a second major increment of the Medical Sciences Building.

Treatment for more than 30,000 and medical school enrollment for 400 yearly will be realized.

*A regular feature . . . Ask the Chamber for reprints.

Fox Stresses Significance Of City's Great Growth

San Francisco's growing stature as a business center was stressed last week by Chamber General Manager G. L. Fox, who was the featured speaker at a Pacific Railway Club dinner meeting.

In proportion to its area, San Francisco is the fastest growing major city in the United States, Fox declared. He said there have been "recent misconceptions about the health and prosperity of San Francisco" and he took occasion to correct them by reference to U. S. Census data.

In 1950, Fox said, the United States had 18 cities with a population of 500,000 or more. Among them, in percentage, San Francisco had the third highest rate of population growth between 1940 and 1950—a 22.2 per cent jump. During the decade, San Francisco's population increase was 140,821—more than the absolute gains by Philadelphia, Baltimore, Cleveland, St. Louis, Washington, Boston, Pittsburgh, Milwaukee, Buffalo, New Orleans, Minneapolis or Cincinnati.

Bringing the comparisons closer to home, Fox said that while San Francisco was gaining 140,821, Oakland gained 82,412:

Richmond, 75,903. Explaining that Los Angeles has an area of over 450 square miles versus San Francisco's area of 44.6 square miles, Fox said that San Francisco's rate of growth has been over three times that of Los Angeles per square mile.

Fox went on to cite significant upward trends in business and industry pointing to the dynamic economic health of San Francisco.

Golden Mariner Launched

A milestone in the continuing local effort supported by the Chamber to preserve the West Coast's shipbuilding industry was marked last Thursday by the launching of the SS Golden Mariner—first ocean-going vessel launched on the West Coast since 1946—at the Bethlehem-Pacific shipyard.

The Golden Mariner is one of five modern, high-speed freighters to be built at the yard. H. H. Fuller, president of Bethlehem-Pacific Coast Steel Corp., is the Chamber's Third Vice President on the Board of Directors.

Chamber Range Film Previewed

The full-color motion picture, "Hills of Grass," produced by the Chamber's Range Reclamation Section and the University of California, will be previewed by members of the Agricultural Committee and Board of Directors at a luncheon Tuesday, September 8, in the Garden Room of the Fairmont Hotel, according to Jesse W. Tapp, Agricultural Committee Chairman.

The 25-minute color and sound motion picture will be used in promoting the transformation of millions of acres of useless brush land into productive range land. Range reclamation is a continuing activity of the Chamber's Agricultural Committee in recognition of the importance of the livestock industry to San Francisco's economy.

The Range Reclamation Section, of which Thor W. Christensen is chairman, worked with the University for more than a year on production of the film.

CHAMBER FOLDERS AT FAIR

The Chamber has availed itself of opportunities to publicize San Francisco at the State Fair by providing three pieces of literature for distribution at the San Francisco and Port exhibit booths. They are: (1) a "recreation" folder specially produced; (2) "Meet San Francisco Today" vest-pocket folder and (3) "California's Billion Dollar Industry—World Trade," an elaborate two-color brochure specially produced for the Fair. Copies of each are also available at the Chamber.

Engineers To Meet Here

Chamber President J. W. Mailliard, III, will make the address of welcome at the semi-annual national meeting of the American Institute of Chemical Engineers September 13-16, in San Francisco. Approximately 2,000 of the nation's leading chemical engineers will attend the luncheon meeting, at the Fairmont Hotel on September 14 and tour Bay Area industrial plants. George G. Gester, Jr., California Research Corporation, and Robert I. Stirton, Oronite Chemical Company, will be co-chairmen of the meeting.

Business Group Will Meet

Chamber members are invited to attend the annual fall trustee and open dinner meeting of the Council of Profit Sharing Industries to be held at the Fairmont Hotel September 17, according to G. L. Fox, Chamber General Manager.

The council is an organization of some 700 profit-sharing firms in the United States and Canada. It was formed in 1947 to spread the philosophy of profit-sharing as a means toward a better understanding between management and working personnel. Chamber members will have an opportunity to hear some of the nation's top industrial leaders discuss the profit sharing program, according to Fox.

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Salt Lake Trade Trip Scheduled

The Chamber's Inter-City Section will sponsor a major trade development trip to Salt Lake City September 17-18, according to J. Howard Patrick, of Patrick, Moise-Klinkner Co., Chairman of the Domestic Trade Committee. The two-day program is designed to strengthen San Francisco's position as the leading supplier for the important distributing and retail center of the Intermountain Empire.

Some 30 San Francisco businessmen are expected to make the trip, fourth of a series of six trade development visits scheduled this year. As guests of the Salt Lake City Chamber, the San Francisco delegation will tour industries in the area, confer with local businessmen and be entertained at luncheons Thursday and Friday, and a dinner Thursday night. John Neukom, partner of McKinsey & Co., San Francisco, will be the guest speaker at a joint Chamber and Kiwanis club luncheon Thursday, Sept. 17.

The San Francisco delegation is urged to travel as a group aboard a special car of the Southern Pacific's "City of San Francisco" departing from the Ferry Building at 6 p.m. (DST) Wednesday, September 16.

Reservations may be made through the Chamber's Domestic Trade Department (telephone EXbrook 2-4511, Ext. 76).

Chamber Instrumental In Relief Map Negotiation

The Chamber, through General Manager G. L. Fox, last week was instrumental in bringing about a proposal by the Board of State Harbor Commissioners to city officials which if accepted will insure San Francisco's retention of the giant relief map of California.

Under the proposal, title to the state-owned 600-foot map would pass to the city for a token payment of \$1, and the map would be relocated in the south wing of the Ferry Building, allowing the city three to five years to find a permanent site. The city would pay a space rental fee of \$1,000 a year, while the Board would continue to pay for lighting and custodian service.

TELEGRAM TO NAVY SECRETARY

In the face of a recent threat to the possibility of the Navy's third supercarrier being built in this area Chamber President J. W. Mailliard, III, last week sent the following telegram to The Hon. Robert B. Anderson, Secretary of the Navy:

"IN THE INTEREST OF NATIONAL DEFENSE, WE STRONGLY FEEL MANPOWER AND FACILITIES FOR SHIPBUILDING ON WEST COAST MUST BE MAINTAINED. TO THIS END WE AGAIN URGE THIRD SUPER-CARRIER BE BUILT ON WEST COAST."

Hitting The High Spots

With Walt Brown

BAY REGION BUSINESS arrives to you today and henceforth—on Friday instead of Thursday. This is to enable the Chamber's mailing dept. to cope more successfully with each fortnight's huge mailing of "BRB" . . . **AMERICAN AIRLINES**, as part of its commendable program of bringing visitors and trade to SF, has published a very attractive and informative folder on The City and has already distributed approx. 30,000 to leading businesses and individuals throughout Europe, through its European sales office. Material for the folder was developed in cooperation with the Chamber . . .

W. ROBERT STOVER, president of Western Employers Service, has announced opening of a branch office in Denver, to operate under the name of "Temporary Office Help." John A. Rowe, the new branch mgr., will be assisted by Phyllis Curry. The organization first opened in SF in 1948 and has since established branches in Oakland and San Jose . . .

ROSS BUELL, Chairman of the Chamber's Business-Education Comm., has announced that the 4th annual Business-Education Day Program is scheduled for Nov. 6. Approximately 3,500 San Francisco school teachers will be guests of 250 business firms . . .

HAROLD V. STARR, managing dir. of the Chamber's retail Merchants Ass'n, was a speaker at the Lakeside Village Merchants Assn. Mon. night . . . **"FOREIGN TRADE THROUGH S.F. CUSTOMS DISTRICT"**—a comprehensive report on 1952 foreign trade which details commodities and countries involved in all of the Bay Area's 1952 foreign trade—has been published by the Board of State Harbor Commissioners and is available at the Chamber's World Trade Dept. . . .

THE RED BLANCHARD SHOW—Tues. through Sat. at 9:15 p.m., KCBS—is making a justifiable bid for adult audiences as well as its more commonly known teenage set, and supports its new appeal by invitations for grown-ups to sit in on the show, any night. Free tickets are at the reception desk of the KCBS studios, located in the rear of the Palace Hotel, 2nd floor.

WHAT'S GOING ON

In Committee Meetings

AGRICULTURE COMMITTEE—September 8, 1953, Fairmont Hotel, Garden Room, 12 noon.

Agenda: Premiere of film "Hills of Grass."
LIVESTOCK TROPHY SECTION—September 14, 1953, Commercial Club, 12 noon.

Agenda: Selection of "Livestock Man of the Year."

FIRE SAFETY SECTION—September 15, 1953, Room 200, Chamber, 10:30-12 noon.

Agenda: Discussion of problems with new fire chief, Frank Kelly.

SALT LAKE CITY TRADE TRIP—September 17-18, 1953.

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Trade Delegation In Salt Lake City

A delegation of 20 San Francisco business executives is in Salt Lake City today on the fourth in a series of trade development trips scheduled this year by the Chamber's Inter-City Section.

The group, headed by Frank M. Dana, Vice-president, Supervisor of Operations, Bank of America, N.T. & S.A., departed Wednesday evening aboard a special car on the Southern Pacific's "City of San Francisco." Yesterday and today they have been guests of the Salt Lake City Chamber, touring industries in the area and conferring with local businessmen.

The trip is designed to strengthen San Francisco's position as the leading supplier for the important distributing and retail center of the Intermountain Empire.

Hawaii Trip Next

A Chamber trade promotion trip to Hawaii, headed by Chamber President J. W. Mailliard, III, is scheduled for October 8 to 19. Already signed for the Hawaii trip are 30 business executives and 24 wives. Part of the delegation sails from San Francisco, October 3 aboard the Lurline, and the others leave October 7 on United Air Lines and Pan American World Airway flights.

Chamber members who wish to combine business opportunities with a luxurious vacation are urged to make their reservations before September 25 by calling the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 76.

Chamber To Co-Sponsor Rehabilitation Event

The Chamber's Public Health Section, headed by Dr. Rodney R. Beard, will co-sponsor a luncheon Monday, September 28, at the Palace Hotel, opening a two-day program designed to apprise San Francisco's business, industrial, labor and other community leaders of vital needs in the field of rehabilitating disabled persons.

Stanwood L. Hanson, assistant vice-president of the Liberty Mutual Insurance Co., and one of the nation's foremost business leaders in rehabilitation work will speak on "Rehabilitation is Good Business." In addition to the Chamber, other sponsors of the luncheon are the Chronic Illness Service Center and the Health Council of the San Francisco Community Chest.

Dr. Beard urged Chamber members to attend the luncheon in order to acquaint themselves with the "extremely important program of rehabilitating the disabled so that they may assume their rightful role in the community."



Frank M. Dana

Mailliard At Meet In Washington

Chamber President J. W. Mailliard, III, attended the meeting in the Pentagon office of Secretary of the Navy Robert B. Anderson yesterday at which a San Francisco delegation presented the city's views in the controversy over a straight-line Bay crossing from Army street to Bay Farm Island.

Mailliard was authorized by the Chamber's Board of Directors to act as spokesman for the Chamber and also represented the Downtown Association. The city's delegation in Washington included Mayor Elmer E. Robinson; G. A. Brooks, Chief Administrative Officer; Dion Holm, City Attorney; and Francis V. Keesling, Jr., the city's legislative representative.

Strong support of the city's position in the crossing controversy had been voiced previously by Mailliard in public statements and in a letter to the Secretary of the Navy in which he urged a reversal of the Navy's opposition to the proposed route.

Committeemen Meet On Area Redevelopment

A good start on active plans for redevelopment of the south-of-Market area was made last week when San Francisco Chamber committeemen met with Planning Commission Director Paul Oppermann to discuss an initial "project area."

A total of 19 blocks are slated for redevelopment for industrial and commercial purposes, and last week's meeting resulted in narrowing the beginning area to a suggested few-blocks' size.

Representing the Chamber in the endeavor are James Q. Brett, Chairman of the Industrial Development Committee; Frank Gomez, Vice Chairman; John McCrea, Chairman of the Redevelopment Subcommittee; and L. M. Holland, Manager, Industrial Department.

Chamber Action

Highlights of the Past Two Weeks:

1. Represented business at Washington, D. C. discussions on second bridge crossing (P. 1)
2. Planned freeway opening ceremonies (P. 1)
3. Made trade trip to Salt Lake City (P. 1)
4. Worked further on south-of-Market redevelopment (P. 1)
5. Aided in saving \$15,000 yearly for Foreign Trade Zone (P. 2)
6. Entered sponsorship of Science Fair (P. 4)
7. Planned co-sponsorship of "Rehabilitation" event (P. 1)
8. Scheduled representation at Federal Lands Conference (P. 1)
9. Planned hosting of Japanese mayors (P. 2)
10. Scheduled intervention in CAB case (P. 3)

C. of C. To Sponsor Freeway Opening

The Chamber will sponsor ceremonies Thursday, October 1, opening to traffic approximately two more miles of the Bay-shore Freeway between Army and Bryant Streets, according to Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway Section.

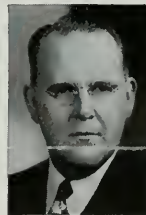
Governor Earl Warren has been invited to attend the ceremonies scheduled for 11 a.m., and a subsequent Chamber-sponsored luncheon at the St. Francis Yacht Club. Mayor Elmer E. Robinson will officially open the new freeway by severing a chain with a cutting torch.

Among those attending will be: members of the State Highway Commission, headed by Frank B. Durkee, chairman; George T. McCoy, State Highway Engineer, and staff; B. W. Booker, San Francisco, Assistant State Highway Engineer, District 4, and staff; city government department heads and the Board of Supervisors; Senator Gerald O'Gara and six San Francisco Assemblymen; the Chamber Board of Directors, headed by President J. W. Mailliard, III; A. K. Browne, Chairman of the Civic Development Committee, and members of Mosias' Traffic and Highway Section.

Directors Will Attend Federal Lands Meeting



Phil R. Bradley, Jr.



Jesse W. Tapp

Chamber Directors Phil R. Bradley, Jr., Chairman of the Mining Committee, and Jesse W. Tapp, Chairman of the Agricultural Committee, will head the San Francisco Chamber's delegation to the Western Chambers' Conference on Federal Lands to be held at the St. Francis Hotel in San Francisco, September 30.

The conference, sponsored by the U. S. Chamber of Commerce, will be devoted to problems created by the steady growth of Federal land ownership and will attract managers and presidents of Chambers in the 11 Western states. Since 1911, the Federal government has acquired more than 47 million acres of land, 35 million since 1933. Most of the government's land holdings are in the West. In the 11 Western states the Federal government owns about 54 per cent of the land.

(Continued on page 4, column 1)

Welcome New Members And Members who have increased their Participation

The Chamber's Board of Directors is proud to present the following new members of the organization and those who have increased their financial participation in the Chamber's action program. These San Franciscans have added their names to the long list of progressive business people who are working together, with their Chamber of Commerce, to achieve greater individual growth through community strength and prosperity.

NEW MEMBERSHIPS

JAPAN AIR LINES COMPANY, LTD.	
Air Line	140 Geary Street
LYKKE-WILKIN & ASSOCIATES	
Advertising	681 Market Street
PACIFIC FREIGHT LINES	
Motor Carriers	633 - 24th Street
JOHN ROBERT POWERS SCHOOL OF CHARM	
Charm School	41 Grant Avenue
ANDREW QUATTRO	
Artist	260 Kearny Street
MARK RODMAN	
Direct Mail Advertising, Printing	690 Market Street
SOUND PRODUCTS OF CALIFORNIA	
Public Address Systems	90 Tehama Street
TOWER AGENCY	
Employment Agency	703 Market Street
TRANS BAY CITIES REALTY COMPANY	
Real Estate	2733 Mission Street
WEEKUN COPRAX INDUSTRY CO., INC.	
Import-Export	24 California Street

INCREASED MEMBERSHIPS

THE AMERICAN IMPORT COMPANY	
Import	1167 Mission Street
J. ARON & COMPANY, INC.	
Import-Export	242 California Street
BAXTER TRADING COMPANY	
Export-Import	416 Jackson Street
BEKINS VAX & STORAGE CO.	
Moving & Storage	190 Otis Street
ROBERT T. BROOKS & CO., INC.	
Export-Import	25 California Street
CHUBB & SON	
General Insurance	320 California Street
COMMERCIAL UNION GROUP	
Casualty Insurance	315 Montgomery St.
CONNELL BROS. CO., LTD.	
Import-Export	320 California Street
FAGAN CALIFORNIA CORPORATION	
Import-Export	206 Sansome Street
J. A. FOLGER & CO.	
Tea & Coffee	101 Howard Street
FRAZAR & HANSEN	
Import-Export	301 Clay Street
GETZ BROS. & CO.	
Import-Export	231 Sansome Street
W. R. GRACE & CO.	
Shipping	2 Pine Street
M. GREENBERG'S SONS	
Brass Foundry	765 Folsom Street
KINOSHITA & COMPANY, LTD. U.S.A.	
Import-Export	465 California Street
LABORATORY EQUIPMENT COMPANY	
Laboratory Supplies	526 Folsom Street
MARS METAL COMPANY	
Scrap Metals	Foot of Tunnel Avenue

Single Month's Industrial Expansion Greater Than Seven Months of 1952

Manufacturing commitments in San Francisco for the single summer month of July, 1953 exceeded the entire first seven months of 1952 by more than a million dollars, the Chamber's Industrial Department reported this week on completion of its seven-month expansion report for the current year.

\$15,000 Yearly Saving At Foreign Trade Zone

San Francisco's Foreign Trade Zone will be granted relief from paying \$15,000 yearly in salaries of Customs officials assigned to the zone as the result of action taken by the Chamber, the Bureau of Customs and the Board of State Harbor Commissioners, according to Ray C. Robinson, Chairman of the Chamber's Foreign Trade Zone Committee.

The Chamber participated in studies of problems of the local "free" zone, including ways to reduce overhead charges. Without jeopardizing security, 16 customs port patrol officer assignments a week to the zone on Pier 45 will be eliminated, reducing by at least 25 per cent the \$60,460 paid the federal government last year by the grantee of the zone, the Board of State Harbor Commissioners, to cover salaries of customs personnel.

Under an interpretation of the Federal law establishing the zones, the grantee must reimburse the government for the cost of maintaining the additional customs service required.

Speaking on behalf of the Chamber, which originated the plan resulting in the Foreign Trade Zone legislation, Robinson hailed the action as an "encouraging example of progress." The zone here more than doubled its capacity earlier this year, Robinson pointed out, "and we are still finding new ways to adapt its unique facilities to further expand our world trade."

Continued study of zone operations with a view to finding additional savings was promised by Chester R. MacPhee, Collector of Customs.

Mailliard And Shelley Discuss 83rd Congress

Actions of the 83rd Congress, past and contemplated, were discussed by Congressmen William S. Mailliard and John F. Shelley at a luncheon meeting Tuesday for members of the Chamber's Legislative-National Affairs and Tax Sections.

James E. O'Brien, Chairman of the Public Affairs Committee, arranged for the appearance of the Congressmen and presided at the meeting.

Mailliard and Shelley gave their impressions of the effectiveness of the work of the House during the first session of the 83rd Congress, and discussed what they considered to be the most important issues facing the House in the second session beginning in January.

The talks were followed by an informal discussion with the Chamber's Committee-men of tax legislation, proposed Taft-Hartley amendments, the anti-trust laws and social security legislation.

Attending the luncheon were Vincent Cullinan, Chairman of the Chamber's Legislative and National Affairs Section, and Henry Judd, Chairman of the Tax Section.

Sixty-one new jobs were created in the city by ten planned expansions of industrial facilities totaling \$5,295,950 in investments during July, according to the survey. This was \$1,220,450 more than was committed from January through July of 1952. July activity brought the total 1953 seven-month figure to \$14,015,650 and 542 jobs.

As for the entire Bay Region (12 counties), 36 industrial projects announced during July totaled \$7,335,950—almost twice the July, 1952 figure despite the fact that Santa Clara County is omitted due to unavailability of July totals.

With the addition of figures from the rest of Northern California's 48 counties, July of 1953 shows 42 per cent greater than July of 1952. The 48-county total for the month was \$7,558,950.

Cumulative totals for the first seven months are as follows:

San Francisco

3 New Plants	\$ 67,000	35 Jobs
41 Expansions	13,948,650	507 Jobs
44 Projects	\$ 14,015,650	542 Jobs

Bay Region (12 Counties)

60 New Plants	\$119,942,400
191 Expansions	56,446,240
251 Projects	\$176,388,640

Northern California (48 Counties)

73 New Plants	\$121,322,400
220 Expansions	63,240,367
293 Projects	\$184,562,767

Chamber, City To Host Japanese Delegation

A delegation of 41 Japanese mayors and Chamber of Commerce presidents will be guests of the San Francisco Chamber and the city next Monday and Tuesday at the conclusion of a nation-wide tour which followed the second Japan-American Pacific Coast Mayors Conference in Seattle. The conference, held August 19-21, was attended by San Francisco Chamber President J. W. Mailliard, III, who also represented the City of San Francisco.

The group will be guests of the city at a St. Francis Yacht Club luncheon Monday noon, and will hold a final conference Monday afternoon at the Bank of America with Belford Brown, Chamber Vice-President, presiding. Later a reception by Japanese Consul General and Mrs. Yasusuke Katsuno will be held for the delegates.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Produce Market Plan Lauded

Ray B. Wiser, Chairman of the Produce Market Section of the Chamber's Agricultural Committee, has commended the report released last week by the Department of City Planning on the problem of relocating San Francisco's Wholesale Produce Market.

Recommendations in the report include (1) that a detailed study be made of future development of the present produce market district and (2) that a market authority or a corporation, preferably non-profit, should be formed to secure financing, acquire a site, and build and manage the facilities.

Last June the Chamber's Board of Directors requested the Department and the Chamber's Industrial Development Committee to make studies of the present area to determine the "highest and best" uses for the land in the event a new market site is acquired and to investigate ways of interesting private capital in the redevelopment.

Wiser reported that the Chamber cooperated with the Department in preparing the report, and that the recommendations announced last week coincided with findings of the Chamber. One of several sites suggested by the Planning Department for the produce market is a 30-acre tract now occupied by temporary war housing between Hunter and Candlestick Points.

Six possible uses of land presently occupied by the produce market are: (1) expansion of the financial district, (2) expansion of the World Trade Center, (3) development of a convention center, (4) apartment houses, (5) parking lots, and (6) warehouses and light industry.

Your Chamber's CURRENT OBJECTIVES

Through your support in time and money YOUR San Francisco Chamber is—

- Building Business
- Stimulating Industry
- Selling San Francisco
- Working for Civic Improvement
- Promoting the Port
- Inspiring Community Interest
- Fostering Good Citizenship
- Providing Service



We believe YOU are definitely interested in San Francisco's Past, Present and Future and that YOU want to share in every way possible in this program.

Chamber Intervenes In Civil Aeronautics Case

Following action by the Chamber's Board of Directors last Thursday calling for support of additional air service to and from San Francisco, a petition was filed with the Civil Aeronautics Board by Walter A. Rohde, Manager, Transportation Department, asking permission to intervene in CAB Docket 5773 et al. The docket involves applications of Bonanza Air Lines, Southwest Airways and Central California Airlines for various new routes between San Francisco and Reno and Las Vegas via a number of intermediate cities.

Rohde will attend the hearing at Las Vegas, September 30 and present statistical data, without expressing preference for any particular carrier.

Range Film Shows Land Potentials

California's millions of acres of brush wastelands can be transformed into "Hills of Grass"—new green hills that will provide more meat, more wool and livestock products, more game and wildlife, more jobs for business and industry, more new wealth and added benefit for all the people of California.

These conclusions are drawn from the new film, "HILLS OF GRASS," just released under auspices of the University of California, the California Agricultural Extension Service, and the San Francisco Chamber of Commerce. It was premiered earlier this month at a meeting of the Chamber's Agricultural Committee. Sixty-three persons including Directors of the San Francisco Chamber and agricultural leaders from Northern and Central California, attended.

The twenty-five minute color and sound motion picture shows that vast areas of useless brush land in the State can be reclaimed by controlled burning, by the use of chemicals, by mechanical means, or by a combination of these methods.

Thor W. Christensen, Chairman of the Agricultural Committee's Range Reclamation Section, in a statement preceding the showing of the film, said that "in view of California's tremendous population growth, the necessity of converting every possible acre of brush into food-producing grass land is clearly indicated."

The importance of such conversion will be brought to members of business, civic and other organizations by means of the new film, he said.



CHAMBER LEADERS AT CONFERENCE WITH STATE HIGHWAY OFFICIALS: Plans for meeting San Francisco's dire freeway needs are in progress now as a result of a recent meeting in Sacramento between the San Francisco Chamber's Traffic and Highway Section and the State Highway Commission. Chamber representatives, headed by Section Chairman Leonard S. Mosias, requested construction and right-of-way allocations totaling \$44,100,000 in the 1954-55 State highway budget for three freeway projects in San Francisco and the open water portion of the Bayside Freeway in San Mateo County (see August 20 BAY REGION BUSINESS). Shown above are the two groups as they met at a special luncheon in Sacramento during which the Chamber emphasized the city's requirements. Standing at rear, left to right, are: George T. McCoy, State Highway Engineer; Chester H. Warlow, Highway Commissioner, Fresno; G. L. Fox, Chamber General Manager; Frank B. Durkee, Highway Commission Chairman and Director of Public Works; Leonard Mosias; H. Stephen Chase, Highway Commissioner, Sacramento; Carroll Newburgh, Chairman, Freeways Subcommittee, S. F. Chamber; and F. Walter Sandelin, Highway Commissioner, Ukiah.

AT LEFT TABLE: Left to right, left side: R. C. Kennedy, Secretary, Highway Commission; J. C. Womack, Planning Engineer; Fred Bagshaw, Special Asst't to Director; J. E. Jellick, Member, Traffic & Highway Sec-

tion, S. F. Chamber; Russell S. Munro, Deputy Director; and Sherman P. Duckel, Director, Dept't of Public Works, City & County of San Francisco; right side: Rodney C. Richardson, Asst't to Director of Public Works; G. N. Cook, Asst't Secretary, Highway Commission; F. W. Panhorst, Asst't State Highway Engineer; Loran C. Vanderlip, Director, Transportation & Highway Dept., Calif. State Chamber of Commerce; B. W. Booker, Asst't State Highway Engineer, Dist't 4 (face hidden); and J. H. Sembower, Member, Traffic & Highway Section, S. F. Chamber.

AT RIGHT TABLE: Left to right, left side: Max Gillis, Special Representative to Director of Public Works; William Clayton, Manager, Sacramento Valley Dist., Calif. State Chamber; J. P. Murphy, Principal Highway Engineer; Richard H. Wilson, Asst't State Highway Engineer; and Charles W. Meyers, Assemblyman, 19th Dist., San Francisco; right side: Kenneth C. Adams, Editor, CALIFORNIA HIGHWAYS & PUBLIC WORKS; C. E. Bovey, Engineer of City and Cooperative Projects; George S. Pingry, Asst't Chief, Right of Way Dept., Dist. 4, S. F.; H. V. Starr, Secretary, Traffic & Highway Section and Manager, Civic Development Dept., S. F. Chamber; F. C. Balfour, Chief, Right of Way Agent; Frank Lombardi, City Planning Dept., City and County of S. F.; R. M. Gillis, Deputy State Highway Engineer; and Ralph Wadsworth, City Engineer, City and County of San Francisco.

WHAT'S GOING ON In Committee Meetings

CIVIC DEVELOPMENT COMMITTEE—Today (September 18), Room 200, Chamber, 2:30-4:30 p.m.

Agenda: Discussion of Bond issues.

RANGE RECLAMATION SECTION — Today (September 18), 1st Floor Conf. Room, Chamber, 11:00 a.m.

Agenda: Discussion of educational campaign toward brush removal.

CHEMICAL INDUSTRIES SECTION—September 21, Fairmont Hotel, 12:15 p.m.

Agenda: Discussion of annual field trip.

TAX SECTION — September 21, Room 200, Chamber, 3-5 p.m.

Agenda: Discussion of Propositions C, H & I.

PUBLIC HEALTH SECTION — September 22, Fairmont Hotel, 12 noon.

Agenda: Discussion of rehabilitation, occupational health, home accidents, etc.

TRAFFIC & HIGHWAY SECTION—September 23, Room 200, Chamber, 10:30 a.m.-12 noon.

Agenda: Discussion of program outline of traffic educational plan. Announcement of plans for Bayshore Freeway opening. Guest speaker: The Honorable Lenore D. Underwood, Municipal Judge.

PUBLIC HEALTH SECTION — September 28, Rose Room, Palace Hotel, 12 noon.

Agenda: General Luncheon: "Rehabilitation is Good Business."

Science Fair Sponsorship

The Chamber's Board of Directors has approved co-sponsorship of the Bay Area Science Fair next April in Golden Gate Park, featuring displays of junior and senior high school students.

H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, said the purpose of the Fair is to encourage competition and interest in scientific projects on the part of the students and their teachers with a view to developing student interest in scientific and technical careers.

Other sponsors will be the San Francisco Board of Education; California Academy of Sciences; California Science Teachers Association, Northern Section; San Francisco State College; California Association of School Administrators, Bay Area; and The San Francisco News.

Federal Lands Conference

(Continued from Page 1)

J. W. Mailliard, III, San Francisco Chamber President, and G. L. Fox, General Manager, will welcome the delegates at a luncheon September 30 in the hotel's Colonial room. Congressman Harris Ellsworth of Oregon will be the speaker.

The conference will be attended by a number of high-ranking U. S. Chamber officials including: Richard L. Bowditch, Boston, Mass., President; Harlan I. Peyton, Spokane, Wash., Vice-president; Directors Frank E. McCaslin, Portland, Ore.; Croydon Wagner, Tacoma, Wash., and William B. Wright, Deeth, Nev., and R. C. Kluge-scheid, New York City, member of the Natural Resources Committee.

Chamber To Continue Press For Change In Shipbuilding Policy

"Further efforts will be undertaken by the San Francisco Chamber of Commerce to bring about a change in United States Navy Department shipbuilding policies as a result of diminished prospects for construction of a third super-aircraft carrier on the Pacific Coast," said Chamber General Manager G. L. Fox this week. The announcement followed receipt of information by Congressman John F. Shelley from Washington to the effect that the Navy Department is now considering a call for bids for construction of the third super-carrier under conditions which would result in its being built in an eastern shipyard.

Concurrent with the carrier announcement, the Navy said it also will seek bids on 14 major vessels and 150 landing craft. The major vessels will include 3 destroyers, 2 escort vessels DE, four 165-foot minesweepers, 1 mine hunter, 2 ammunition ships and 2 LSDs.

San Francisco's Congressmen, the Chamber and other organizations have been seeking additional shipyard work for the Pacific Coast in order to create and maintain personnel and facilities essential to the Nation's defense.

Mailliard Welcomes Chemical Engineers

The chemical industry is becoming more alert to the natural advantages of San Francisco and the Bay Region and has invested more than 108 million dollars in new plants and expansions in the region during the past seven years, J. W. Mailliard, III, Chamber president, told 2,000 members of the American Institute of Chemical Engineers last Monday.

In welcoming delegates to the semi-annual national meeting of the Institute here, Mailliard outlined the history of the chemical industry in the Bay Region which started with construction of the Benicia Cement Co. plant in 1859. A highly diversified industry has developed through use of the Region's natural resources, he said.

"Litterbug" Campaign

Chamber members have been asked to co-operate with a current endeavor by the city's Department of Public Works aimed at ridding San Francisco of "litterbugs." The Department points out that 90 per cent of all street litter is dropped by the public

Hitting The High Spots

With Walt Brown

CONGRESSMAN WILLIAM S. MAILLIARD will be the featured speaker at next Monday's meeting of the Retail Merchants Association board of directors, to be held at the St. Francis Hotel at 12:15 p.m. Congressman Mailliard will touch on the National Sales Tax, changes in the Taft-Hartley Bill and parcel post rates, according to RMA Pres. J. P. Newbauer. . . . **CONSTRUCTION** of the first large ocean-going vessel to be built on the Pacific Coast for purchase by a private ship operator in 24 years got under way Tuesday when the keel for the first of three *Mariner*-type vessels, recently purchased by Pacific Far East Line from the Maritime Administration, was laid at Bethlehem Pacific's SF shipyard. . . . **MARINE CORPS CAPT.** Nils B. E. Forsberg of SF has copyrighted on abbreviated code of radio-telegraph signals which, it is claimed, will make transmission and reception less complicated and automatically save up to 25% of transmitter input power; the new code has been submitted to the armed forces for evaluation tests. . . . **CONGRATULATIONS** to the Bay Area Council on completing its ninth year of constructive work, Sept. 11! Present Chairman of the Council is Frederic B. Whitman, former SF Chamber Director. . . . **GRACE & CO. (PACIFIC COAST)** is the new name of the former W. R. Grace & Co. Vice President L. H. Odell announced the change "in keeping with the increasing importance and development of the firm's extensive business interests in the west." . . . **THE SAN FRANCISCO HOME SHOW** this yr. will be held in Civic Aud. Sept. 26-Oct. 4. It will feature home products displayed by more than 250 exhibitors, and a daily fashion show by the SF fashion industries. . . . **THE NAT'L SAFETY COUNCIL**, SF Chapter, announces its fifth annual one-day course in "Human Relations in Safety and Supervision," conducted by Dr. J. L. Rosenstein, will be held Tues., Sept. 22 in SF and Wed., Sept. 23 in the East Bay. Inquiries should be directed to the Council chapter at 58 Sutter St. in SF and in Oakland to 353-15th St. . . . **ETS-HOKIN & GALVAN**, 511 Mission, has been appointed No. Calif. dealer for KOSE, "the intercommunications equipment of tomorrow" manufactured by Tele-Systems, Inc. . . . **N. GRAY & CO.**'s newly remodeled North Chapel is open for public viewing today and tomorrow from 2 to 9 p.m., according to Kendrick W. Miller, head of the pioneer S. F. firm.

and that the tremendous task of trying to keep streets clean falls on only 265 street cleaners.

Special cards—"Let's Clean Up . . . Company is Coming!" — asking for cleaner streets for the benefit of visitors — are available for distribution from the Department's office at 2323 Army Street.

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Permit No. 1880



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Opens Freeway Section

Colorful ceremonies and a luncheon sponsored by the Chamber marked the opening of approximately two more miles of the Bayshore freeway between Army and Bryant streets Thursday. Chamber President J. W. Mailliard, III presided at the ceremonies on the freeway near 17th Street and Leonard S. Mosias, Chairman of the Traffic and Highway Section, officiated at the luncheon at the St. Francis Yacht Club.

Mayor Elmer E. Robinson and Frank B. Durkee, Chairman of the California Highway Commission, opened the freeway by severing the chain with a cutting torch. Among those invited to attend were: members of the State Highway Commission, headed by Frank B. Durkee, chairman; George T. McCoy, State Highway Engineer and staff; B. W. Booker, San Francisco, Assistant State Highway Engineer, District 4, and staff; city department heads and the Board of Supervisors; State Senator Gerald O'Gara and San Francisco assemblymen.

Chamber, Time Sponsor Leadership Program

Hundreds of nominations are being received for the San Francisco "Leaders of Tomorrow" program sponsored by the Chamber and Time Magazine, designed to spotlight the 100 young men between 25 and 40 years of age who are slated to take over the reins of leadership in future years.

The selections will be made by a "Committee for San Francisco's Future," composed of 19 San Franciscans outstanding in business and civic progress. Chairman of the committee is W. P. F. Brawner.

Nominees, including some currently in the Armed Forces, are young men who have already shown promise in their particular fields—art, education, medicine, religion, business, politics, social welfare and others. They are the young men most likely to contribute to the business and civic future of San Francisco. The nominees must either live or work in the city and county of San Francisco.

Nominations are being accepted from the general public and should be sent to The Committee for San Francisco's Future, 333 (Continued on Page 4, Column 2)

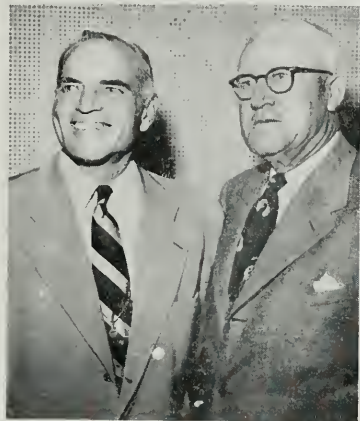
"B-E" Day Coming Soon

Ross Buell, Chairman of the Chamber's Business-Education Day Committee, announced Wednesday following a meeting of the committee that the fourth annual Business-Education Day will be held Friday, November 6. About 3,500 teachers are expected to visit some 250 companies under the program sponsored by the Chamber in cooperation with the Board of Education.

W. H. Baber Named "Livestock Man"

W. Hugh Baber, superintendent of the Llano Seco Rancho, Chico, livestock operator and agricultural leader for more than 35 years, has been selected to receive the San Francisco Chamber's annual award as California's "Livestock Man of the Year."

Baber, named by a special Chamber Committee of 19 livestock industry leaders (Continued on Page 4, Column 1)



Chamber Committeeman C. L. Garrison (left) and W. Hugh Baber.

Three Chambers Join In Salute To Oil Progress

The San Francisco, Oakland and California State Chambers of Commerce will co-sponsor a special luncheon in observance of "Oil Progress Week" at the Palace Hotel, Tuesday, October 13.

"Oil For Freedom" will be the subject of the principal address by Lt. General Ernest O. Thompson, pioneer in the conservation of oil and gas and senior member of the Texas Railroad Commission, the oil and gas regulatory body of Texas. Thompson, founder and thrice chairman of the Interstate Oil and Gas Compact Commission and Presidential representative to the World Petroleum Congress at The Hague, is the recipient of the American Petroleum Institute Gold Medal for distinguished achievement in conservation.

"There could be no greater contribution to the cause of peace than that which will result from full understanding of the problems of each nation of the earth in connection with petroleum," Thompson said recently.

Reservations for the luncheon, at \$3.75 each, may be made by calling the San Francisco Chamber of Commerce, EX-brook 2-4511, Extension 58.

Chamber To Host Richard M. Nixon

Vice President Richard M. Nixon will be guest of honor at a luncheon Tuesday, October 6, in the Garden Court of the Palace Hotel, sponsored by the San Francisco Chamber of Commerce, the Down Town Association and the Bar Association of San Francisco.

Nixon is scheduled to arrive in San Francisco October 6 on the first leg of a 38,000-mile world tour as the personal representative of President Eisenhower. He will depart October 7.

The Vice President will be accompanied by a party of 10, including Mrs. Nixon, who is expected to attend the luncheon.

Reservations are available on a "first-come, first-serve" basis at the three sponsoring organizations, according to G. L. Fox, Chamber General Manager.

Trade Group Leaves Tomorrow For Hawaii

A delegation of 35 San Francisco business executives, including Chamber President J. W. Mailliard, III, and 26 wives, depart tomorrow at 4:00 p.m. aboard the Lurline on a trade development trip to Hawaii under auspices of the Chamber's Inter-City Committee.

Roy M. Cole, Chairman of the Section, is also "trip chairman" and is being assisted by George Hansen, Matson Company vice-president and Chairman of the Chamber's Hawaiian Affairs Section.

On Friday, October 9, the group will be welcomed to the Islands by Governor King of Hawaii and James Shoemaker, vice-president of the Bank of Hawaii. At a noon luncheon with the directors and membership of the Honolulu Chamber of Commerce, Mailliard will speak on "San Francisco-Hawaii Trade Relationships." During the following 10 days the delegates will inspect industries, confer with businessmen and tour the Islands.

The trip is the first Chamber trade visit to Hawaii in 6 years.

Chamber Action

Highlights of the Past Two Weeks:

1. Enhanced urban-rural relations through "Livestock Man of Year" award (P. 1)
2. Sponsored freeway ceremonies (P. 1)
3. Planned luncheon for Richard Nixon (P. 1)
4. Co-sponsored "Leaders" program (P. 1)
5. Planned departure tomorrow for Hawaii trade delegation (P. 1)
6. Scheduled luncheon for Ambassador of India (P. 3)
7. Planned salute to "Oil Progress" (P. 1)
8. Co-sponsored Rehabilitation event (P. 3)

General Business Activity

TREND

Continued high level employment is anticipated in the San Francisco Bay Area during the Fall months but no startling gains and no serious losses in the San Francisco Bay Area economy were evident in August or the first 8 months of 1953 in relation to a year ago. The San Francisco Chamber of Commerce Business Activity Index at 121.6 in August was 2.6% above last August, and the 8 months average of 124.3 represented a gain of 3.2%.

EMPLOYMENT GAINS CONTINUE

Employment during each month of 1953 has topped the similar month a year earlier but with the difference becoming less and less. Employment in the metropolitan area was at a new August high of 1,039,000 compared to 1,025,800 in July, and 1,037,500 last August. It was anticipated that September was to be an all-time high, providing normal labor-management relations prevailed. The July-to-August increase in total employment amounted to 13,200 and was greatest in the contract construction group, amounting to 10,600 and resulted from settlement of the labor dispute. Manufacturing registered the next largest increase, amounting to 4,400. Other industry groups remained fairly constant with the exception of a loss of 1,800 in the transportation group due largely to Key System labor disputes; and curtailment of government activities resulting in a reduction of 1,100 employees.

FINANCIAL TRANSACTIONS IMPROVE

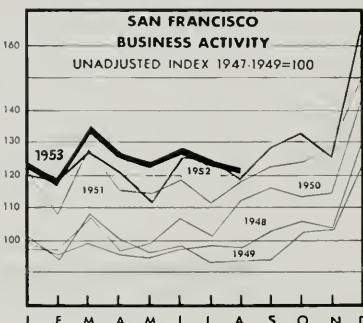
Financial transactions measured by bank debits to demand accounts in Bay Area cities during the first 8 months amounted to \$31.2 billion, an increase of \$594 million over similar period last year. The August debits of \$3.7 billion were up \$142 million over similar month last year. The market value of San Francisco Stock Exchange transactions during August was 3.8% above a year ago but the number of shares traded were off 11.6%; and the 8 months cumulative of 12,373,291 shares with market value of \$138,515,876 represented an increase of 3% in market value but a drop of 5% in number of shares traded. Commercial failures in San Francisco reported by Dun & Bradstreet for the first 8 months amounted to an even 100 compared to 91 during the same period last year. Liabilities of \$3.4 million and assets of \$1.5 million were considerably below the volume of corresponding period last year which amounted to \$5.8 million and \$4.9 million respectively.

TRANSPORTATION, COMMUNICATIONS AND UTILITIES

Freight car movements in the San Francisco Oakland switching limits during August were practically identical to last August and amounted to 41,391 compared to 41,858 last year. It is interesting to note that movements in the Los Angeles switching limits were practically identical to this area, with 41,637 during August. The 8 months cumulative movements in San Francisco-Oakland switching limits amounted to 335,595 compared to 319,966 last year or a gain of 4.9%. Up to September 1, there were 3,425 cargo vessel arrivals reported for San Francisco Bay Ports with combined registered tonnage of 16,063,337. This is an

increase of 5.5% in number and 10.7% in registered tonnage over last year. Port of San Francisco revenue tons handled during August and the first 8 months were practically identical to the same periods last

August and also for the 8-month period but electrical energy sales were up 3.4% and 4.1% respectively; and commercial and industrial water consumption were up 5.7% and 2.1% respectively.



year, with foreign commerce leading and accounting for practically one-half of the total revenue tonnage of the Port.

In the utilities field, industrial and commercial gas sales in San Francisco were practically identical to a year ago during

CONSTRUCTION

New dwelling units starts in the 9 Bay Counties during the first 8 months totaled 21,212 compared to 21,178 for the same period last year, but August starts were down, amounting to 2,100 compared to 2,831 a year ago.

INTERSTATE AND INTERCITY VISITORS CONTINUED AT RECORD LEVELS

Bay Bridge vehicle traffic, influenced by the tie-up of the Key System during August, soared to an all-time high of 2,943,847 crossings with a daily average of 94,963 crossings, a high of 105,733 and a low of 82,384; the 8 months cumulative of 20,822,771 compared closely to the 20,537,010 for last year. Golden Gate Bridge vehicle traffic during August likewise established a new high of 1,215,279 crossings and carried the 8 months total to 8,062,427 compared to 7,862,018 last year.

Out-of-State automobiles entering California through Northern California gateways during August brought in 308,832 persons, the greatest monthly total on record.

8-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	AUGUST 1953	% FROM 1952	8 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	121.6	2.6	124.3	3.2
CONSTRUCTION PERMITSTotal Number	694	-10.7	5,760	7.0
Residential, New.....Value	3,679,131	24.8	31,721,327	2.4
Dwelling Units.....Number	1,064,881	-14.6	10,687,676	9.9
Single-Family Units, New.....Number	103	-24.3	1,066	-4.4
Non-Residential, New.....Value	79	-25.5	591	-5.7
Addns., Alterations and Repairs.....Value	1,633,222	434.2	11,912,160	15.1
REAL ESTATE—Deeds RecordedNumber	831,028	-78.9	8,996,491	-17.3
*RETAIL DEPARTMENT STORE SALESIndex	1,367	-10.7	12,592	1.9
FINANCE —Bank Debts.....\$000	110	-6.8	105(r)	1.9
Postal Receipts.....\$	2,990,467	7.1	24,758,665	3.0
S. F. Stock Exchange.....Shares Traded	2,399,241	-3.2	20,458,144	-0.1
Market Value \$	981,715	-11.6	12,373,291	-5.0
	15,296,634	3.8	138,515,876	3.0
COMMERCIAL FAILURESNumber	13	225.0	100	9.9
INDUSTRY TREND—6 Bay Area Counties, Total Employed	1,039,000(p)	0.1	1,023,763(p)	2.0
Manufacturing.....(Number)	228,300(p)	3.3	216,370(p)	3.4
Construction, Contract.....Value	71,500(p)	-5.9	65,350(p)	3.2
Finance, Ins., Real Estate.....Value	65,700(p)	0.2	64,730(p)	2.0
Retail Trade.....Value	171,300(p)	2.0	170,813(p)	2.2
Wholesale Trade.....Value	71,500(p)	0.6	71,575(p)	1.3
Service.....Value	203,600(p)	0.7	205,038(p)	0.7
Trans., Comm. & Utilities.....Value	115,100(p)	-1.2	116,450(p)	4.7
Agriculture.....Value	21,700(p)	0.9	19,888(p)	5.0
Govt., Fed., State, City.....Value	88,200(p)	-6.0	91,650(p)	-3.1
Other.....Value	2,300(p)	4.5	2,200(p)	-0.6
	79,600(a)	3.1	0	0.0
MANUFACTURING—Average Weekly Earnings (Dollars)	1,681	-33.2	15,444	-22.7
PLACEMENTS IN SAN FRANCISCOTotal	14,001	-6.8	119,668	3.5
TRANSPORTATIONCar Movements.....Number	10,204	9.0	76,119	26.5
S. F. Airport—Planes In and Out.....Number	198,022	9.9	1,285,225	11.5
Passengers Off and On.....Lbs.	2,314,365	4.8	18,810,279	-2.9
Air Mail Loaded & Unloaded.....Lbs.	364,783	22.6	4,119,041	13.0
Air Freight Loaded & Unloaded.....Lbs.	3,365,339	-7.9	23,025,989	0.5
Rail Express Shipments.....Number	(e)	0.0	(e)	0.0
PORT OF SAN FRANCISCO—Revenue TonsTotal	461,590	0.0	3,773,921	-0.8
Coastwise.....Revenue Tons	6,213	-49.4	81,424	-14.1
Intercoastal.....Revenue Tons	33,625	98.8	301,037	1.4
Foreign.....Revenue Tons	223,742	-2.6	1,868,264	1.7
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	443	-1.1	3,425	3.5
Millions of Registered Tons.....Value	2,081,015	-4.5	16,063,337	10.0
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	1,142,119,700	0.0	10,716,637,600	-0.7
*Elec. Energy Sales—K.w. hours.....Index	122	3.4	126	4.1
Water Consumption—Comm. and Ind.....Cu. Ft.	171,497,000	5.7	1,277,958,000	2.1
NEW DEVELOPMENTS—Tourist and SettlerIng. No.	1,309	12.8	9,227	17.5
Bay Bridge Vehicle Crossings.....Number	2,943,847	7.6	20,822,771	1.4
Golden Gate Bridge Vehicle Crossings.....Number	1,215,279	3.1	8,062,437	2.5
FRUITS AND VEGETABLES RECEIPTSCarlots	2,333(a)	7.0	12,320(b)	1.2
LIVESTOCK SLAUGHTER (Insp. Dists.)Number	166,588	5.0	1,316,576	7.0
*S. F. LIVING COSTS—All ItemsIndex	116.1(c)	1.0	115.8(d)	1.7
*RETAIL FOODIndex	113.4	0.1	113.8	-1.0

*New Series (1947-49 Avg.=100) (a) July latest, (b) 7 months cumulative, (c) June quarter latest, (d) March-June quarterly avg. (e) Not available, (p) Preliminary, (r) Revised. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hanson Tells Of Need In Rehabilitation

Tremendous social and financial gains result from rehabilitation of the chronically ill and permanently disabled, Stanwood L. Hanson, one of the nation's foremost business leaders in rehabilitation work, said Monday at a luncheon meeting of approximately 150 San Francisco business, industrial, labor and other community leaders at the Palace hotel.

Co-sponsored by the San Francisco Chamber of Commerce, the Chronic Illness Service Center and the Health Council of the Community Chest, the meeting was held to apprise San Francisco leaders of vital needs in the rehabilitation field.

The modern concept of rehabilitation results in tremendous financial gains by eliminating costly hospital, nursing and attendant care, Hanson reported.



S. L. Hanson

Fox Attends ACCE; '54 Convention Here

Chamber General Manager G. L. Fox represented this organization last week at the 39th annual convention of the American Chamber of Commerce Executives (A.C.C.E.) held September 20-23 in Oklahoma City.

He reported enthusiasm for next year's conclave which will be held in San Francisco September 26-29—first time in 40 years. Fox, who is Vice Chairman of the A.C.C.E. Executive Committee and also of the Committee on Program and Arrangements, said next year's meeting will attract hundreds of Chamber executives from all over the nation.

He took the occasion of last week's convention to distribute a quantity of literature describing San Francisco to A.C.C.E. members.

Current president of A.C.C.E. is Russell Pettit, manager of the San Jose Chamber.

S. F. PORT FACILITIES GROW

San Francisco Progressogram* - - - - - No. 2



Islais Creek Grain Terminal at Pier 90

\$20,000,000 EXPANSION PROGRESSES

Building intelligently on a rare gift of nature—one of the world's greatest natural harbors—far-sighted Harbor administrators and civic leaders are enhancing the Port of San Francisco as a hundred-million-dollar public utility which is meeting every possible shipping requirement. New facilities are constantly being added.

Latest are new grain elevators, hydraulic truck ramp and automatic bulk-loading equipment at the Islais Creek Grain Terminal—a part of Phase Two of the Port's \$20,000,000 postwar modernization program.

The \$500,000 additions increase the grain elevator's storage capacity to 1,000,000 bushels and facilitate the shipment of grains from San Francisco, which last year had a total valuation of almost \$47,000,000.

Under "Phase One" of the Port's

ambitious modernization program begun immediately after World War II, a \$10,000,000 series of new piers and terminals were constructed. Projects included construction of the 29-acre Mission Rock terminal, with berthing space for eight ships, at a cost of \$6,000,000; combining Piers 30-32 into a single quay-type wharf at a cost of \$1,500,000; construction of the Grain Terminal, and the State Cotton Terminal at Islais Creek.

Projects planned under the present phase include: conversion of the Ferry Building's north wing into the first unit of the New World Trade Center; conversion of Piers 15 and 17 into a quay-type operation; construction of a public garage on pilings just north of the Ferry Building; further development of the Foreign Trade Zone, which recently doubled in size, and a series of supplementary projects.

*A regular feature . . . Ask the Chamber for reprints.



CONGRESSIONAL ACTIONS, past and future, were discussed by Congressmen William S. Mailliard and John F. Shelley at a luncheon meeting with members of the Chamber's Legislative and National Affairs and Tax Sections September 15 in San Francisco. Among those attending (left to right) were: F. B. Magruder, Vice-Chairman, Tax Section; Henry C. Judd, Chairman, Tax Section; Clay Bernard, Chairman, Aviation Section; Congressman Shelley; Vincent Cullinan, Chairman, Legislative and National Affairs Section; Congressman Mailliard; James E. O'Brien, Chairman, Public Affairs Committee, and Thomas J. Leueban, Vice-Chairman, Public Health Section.

Indian Ambassador To Be Chamber Guest

The Chamber and the World Trade Association will be joint hosts at a luncheon October 14 at the Fairmont Hotel in honor of G. L. Mehta, Indian Ambassador to the United States, who will visit San Francisco October 14-15.

Mehta, who has had a long and distinguished career in business and public life, will speak on "Indo-American Cooperation in Commerce and Industry." He is a former president of the Federation of Indian Chambers of Commerce, served as president of the Tariff Board, and was a member of the National Planning Commission.

Mehta will be a special guest of the Chamber's Board of Directors at its meeting October 15.

(Note: For reservations, see coupon on Page 4, Col. 3.)

WHAT'S GOING ON In Committee Meetings

CARRIERS TRAFFIC SECTION — October 5, 1953, Room 200, Chamber, 2:00-4:00 p.m.
Agenda: Discussion of I.C.C. Docket No. 31280, 1 & S M-402, 1 & S M5264; P.U.C. Case 5-178; and F.M.B. Docket No. 723.

SHIPPERS TRAFFIC SECTION — October 7, 1953, Room 200, Chamber, 2 p.m.
Agenda: Discussion of 1 & S-M-402 and M-5264; P.U.C. Case 5-178; and F.M.B. Docket 723.

AGRICULTURAL COMMITTEE—October 13, 1953, Fairmont Hotel, 12 noon.
Agenda: Discussion of promotion of the Grand National Livestock Exposition.

CHEMICAL INDUSTRIES SECTION—October 8, 1953.

Agenda: Annual field trip.

MINING COMMITTEE — October 14, 1953, Commercial Club, 12:15 p.m.

Agenda: Discussion of plans for joint meeting with Los Angeles Chamber's Mining Committee in Grass Valley.



THE ABOVE REPLICA of a Paris Place de l'Opera stage setting slated for showing in a "World's Fair" exhibit at Bullock & Jones department store arrived at San Francisco Airport last week. Co-sponsored by the Chamber's World Trade Department, the exhibit will open October 6. Shown here examining the packages are (left to right): W. E. Jensen, customs inspector at the airport; C. F. Hamber, Jr., vice president of Bullock & Jones; and Simone Salles of the French Government Tourist Office here. The exhibit featuring French products, literature and objets d'art will open the Bullock & Jones series which will run through November 17 and cover six additional countries.

Chamber Will Support "A" & "B" Measures

The Chamber's Board of Directors has voted approval of Municipal Ballot Propositions "A" and "B" which would authorize bond issues totaling \$6,620,000 for Municipal Railway improvements and purchase of new equipment.

Railway improvements resulting from passage of the propositions would make possible savings totaling \$960,000 a year in operations of the lines, the Board reported.

"Livestock" Man Named

(Continued from Page 1)

from all sections of the state, will be presented with the award during "San Francisco Chamber of Commerce Night at the Cow Palace" Saturday, October 31, a special feature of the Grand National Livestock Exposition.

In selecting Baber for the award, the Committee described him as "a successful, long-time livestock and ranch operator, and a man who has never been too busy to devote time and energy to the betterment of agriculture and his fellow livestockmen."

"All of Mr. Baber's ranch operations are of a practical, commercial and business nature," the report continued. "The consistent success of these operations marks ability of the highest degree—evidence of farming carried on with an open mind and ability to improve existing practices."

"He has devoted his abilities without limit to civic affairs and the divisions of agriculture with which his operations have associated him. His advice is widely sought by those with individual problems, and farm organizations have benefited from his service and leadership."

The Chamber's award is an annual highlight of its continuing program of urban-

'Tomorrow's Newsmakers'

(Continued from Page 1)

Pine Street. Nominations will close October 9 and announcement of the winners will be made November 15. The 100 chosen will be honored at a civic dinner November 17 at the Palace Hotel.

Members of the selection committee are: Reginald H. Biggs, vice president and general manager, The Emporium; James B. Black, president, Pacific Gas & Electric Company; W. P. F. Brawner, vice president, W. P. Fuller & Company; John W. Cline, M. D., past president, American Medical Association; Dr. Herbert C. Clish, superintendent of schools; James F. Crafts, president, Fireman's Fund Insurance Company; Joseph J. Diviny, secretary, Highway Drivers Council of California; E. J. Feigenbaum, attorney; Walter A. Haas, president, Levi Strauss & Company; Thomas Carr Howe, Jr., director, California Palace of the Legion of Honor; Dr. John R. Kenney, president, San Francisco Council of Churches; Roger D. Lapham, industrialist; James K. Lochead, president, American Trust Company; Marshall P. Madison, attorney, Pillsbury, Madison & Sutro; William G. Merchant, architect; Dr. Robert C. Miller, director, California Academy of Sciences; The Honorable Elmer E. Robinson, Mayor of San Francisco; Mark R. Sullivan, president, The Pacific Telephone & Telegraph Company; and Richard Walberg, general partner, Swinerton & Walberg Company.

rural relations, according to Jesse W. Tapp, Chairman of the organization's Agricultural Committee. Its purpose, he said, is to "point up the great importance of California's livestock industry to San Francisco, give evidence of this city's recognition of its importance, and provide continuing incentive to the leaders in this field."

Hitting The High Spots

With Walt Brown

UNITED AIR LINES Maintenance Base will be host next Mon. to another of the Chamber's World Trade Dep't tours of industry arranged for the Consular Corps & foreign gov't commercial & chamber of commerce representatives. . . . **MAYOR ROBINSON & CHAMBER GEN. MGR. G. L. FOX** extended a joint welcome on behalf of the City and Chamber to Tuesday's Air Carga Conference at the Cliff Hotel. . . . **PRESIDENTS & SECRETARIES** of 26 SF Dist. Merchants Associations were invited as guests of the Chamber's Retail Merchants Ass'n to a special dinner at the Press & Union League Club Tues. night. Chamber Pres. J. W. Mailliard, III presided. . . . **"WHAT'S YOUR OPINION,"** KPIX Fri. (9/25) tv program, brought forth meaty material on SF's future from Gen. Mgr. Fox, who was one of the panel members in a discussion of Our City. . . . **CHARLES L. WHEELER**, exec. v.p., Pope & Talbot, Inc., delivered a fine summary of "Progress in Latin America" before Wednesday's meeting of the World Trade Ass'n. . . . **TONY WHAN**, v.p., Outdoor Adv't. Co., will be guest speaker at the Executive Secretaries, Inc. "Basses' Night" next Thurs. at the Sir Francis Drake Hotel; MC for the program will be former SF Chamber Pres. W. P. Fuller, III. . . . **"TO CONSIDER A MAN'S ABILITY**, not his disability," is the theme of "Natl. Employ The Physically Handicapped Week" opening Oct. 4 and lasting through Oct. 10 in Calif. and the nation. . . . **ROBERT T. FORPE** of Pac. Coast Publishers announces acceptance of "The Construction Annual," 1953 edition, has been such as to necessitate an additional printing. He describes it as a valuable and complete directory for everyone active in the building trade. . . . **ELDO FINLEY** has been appointed Gen. Superintendent of San Francisco Iron Foundry Co. in charge of all operations. The firm is 68 yrs. old and Mr. Finley has been with it for 28 yrs. . . . **CLARAMAE TURNER**, the contralto, in SF for appearances with the opera in the title role of "Carmen," expects to introduce here next month a new song, "I Left My Heart In San Francisco" written by Geo. Cory & Doug Cross.

RETURN COUPON FOR MEHTA LUNCHEON (See Story, Page 3)

S. F. Chamber of Commerce
333 Pine St., S. F. 4

Please reserve.....place(s) for me at \$2.50 each at the luncheon Oct. 14, San Francisco Room, Fairmont Hotel, for G. L. Mehta, Ambassador to the U. S. from India.

Name.....

Firm.....

Address.....

My check for \$.....is enclosed.

Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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CHAMBER BALLOT RECOMMENDATIONS

PROPOSITION A VOTE YES Muni Railway Further Improvement Bonds, 1953

A \$2,749,000 bond issue for conversion of the B, C, and J street car lines to trolley coach operations, extension of the No. 8 trolley coach line, purchase of new equipment and improvement of the railway.

Conversion of the B, C, and J lines, eliminating the two-man car, would result in savings of \$450,000 per year, and extension of the No. 8 trolley coach line would save \$30,000 per year. The issue also provides for 75 new trolley coaches, construction of a modern automatic substation to furnish electric power for the proposed trolley coach lines, feeder connections and improvements to certain automotive shops and storage yards.

PROPOSITION B VOTE YES Muni Railway Rehabilitation Bonds, 1953

A \$3,871,000 bond issue for replacement of Municipal Railway equipment.

An annual saving of \$280,000 a year in operating expense, improvement in transit service and traffic flow in many areas of the city, and improved streets would result from passage of the bond issue. Funds would be provided for rebuilding of California Street cable cars and rehabilitation of the California-Hyde car house, purchase of 15 modern PCC street cars to supplement those in service on the four tunnel lines, purchase of 108 large size motor coaches to replace obsolete coaches now in service, removal of unused tracks from certain streets, additional radio cars for street supervision, and modernization of the fare collection equipment.

PROPOSITION C VOTE NO Appropriations to Meet Utility Deficits

Amends Charter Section 74; provides that in any utility budget where expenditures exceed estimated revenues, a sum not to exceed 3/4-cent on each \$100 valuation of property may be included for capital costs.

This proposal is unsound. It would establish a precedent in deficit financing of a municipal utility—a practice which should not be encouraged. The 3/4c per \$100 property valuation rate (representing approximately \$90,000) if once approved by the voters could later be increased. The San Francisco Airport is the only utility which would be immediately affected, since it is operating at a deficit. Other municipal util-

Your Chamber considers one of its prime responsibilities to be the thorough study and recommendation of action on issues facing the electorate. Preparatory to the municipal voting of November 3, 1953, this organization devoted many weeks' time to the most complete analysis possible of the 12 measures on which you will be required to express your opinion at the polls. The recommendations of many Committees and Sections have been conscientiously reviewed by the Board of Directors; and the end result you see on these pages. Your Chamber hopes they will prove a valuable guide for you—and that you will remember: "It's your vote . . . use it . . . don't lose it!"

ities, i.e., railway, water, etc., could qualify in the event of deficit operation at the additional expense of the taxpayer.

PROPOSITION D VOTE NO Warehouse and Voting Machine Bonds, 1953

A \$495,000 bond issue for construction of a warehouse for storage and servicing of the city's 1,460 voting machines.

It is felt that this expenditure should be a budget appropriation and not a bond issue, due to the expense of servicing the bonds, which the City Controller estimates would cost \$106,425 a year to be paid off in five years.

PROPOSITION E VOTE NO Library Bonds, 1953

A \$1,894,950 bond issue for acquisition, construction and remodeling of libraries.

It would take six to eight years to complete the proposed program, at a bond servicing cost of \$378,990 or 2.3 cents on the tax rate. Instead, the projects should be placed in the city budget from year to year, saving the servicing costs and, by closer inspection, eliminating unnecessary items listed in the program. Nominal rents are being paid in present library locations, and it has not been shown that many of the proposed major capital improvements are needed at this time since there has been no great increase in the use of present facilities.

PROPOSITION F VOTE YES Exhibit Hall Bonds, 1953

A \$3,275,000 bond issue for construction of an exhibit hall under the surface of the southerly

half of Civic Center Plaza with access under Grove Street to the Civic Auditorium.

San Francisco is losing conventions because of space limitations and more exhibit space is needed in order to compete with other large cities in securing conventions of organizations needing more than twice the present capacity. The improvement will benefit, directly or indirectly, every business in the city since it is estimated that money spent here by visitors changes hands 20 times. The new exhibit hall will not mar or change the contour of Civic Center Plaza since it will be constructed entirely underground. In addition, it will make it possible for two separate conventions or activities to take place simultaneously.

PROPOSITION G VOTE YES Recreation Bonds, 1953

A \$4,400,000 bond issue for improving existing playgrounds and recreation centers and acquiring new facilities.

A continuing recreation and park program is needed to accommodate the city's growing population. The funds would be a good investment for the community since the program tends to reduce juvenile delinquency. Much of the cost of the operation of swimming pools and recreation centers is paid for by admission charge for use of the facilities.

PROPOSITION H VOTE YES S. F. Unified School District Budget

Eliminates all language from the City Charter requiring the Board of Supervisors to approve the S. F. Unified school district budget.

The Board of Supervisors is prohibited by the State Constitution from modifying the Unified School District budget, and therefore Board approval is perfunctory. Approval of this proposition will eliminate a meaningless procedure. The proposition does not add to the cost of government.

PROPOSITION I VOTE NO Initiative: Regulating Refuse Collection and Disposal

Provides for the licensing of refuse collectors by the Director of Public Health; fixing the maximum rates or charges for the collection of the refuse by licensed refuse collectors in homes, apartment houses, stores, etc.

The collection of refuse and the rates for such collection have been regulated by ordinance passed in 1932. The 1932 ordinance established rates for residences and for apartment houses as of 1932 economic conditions. Once since, in 1946, the schedule of rates for residences was amended to pro-

(Continued to Page 4)

Chamber Trade Delegation In Honolulu



ENHANCING TRADE RELATIONS between San Francisco and Hawaii is the current project of 33 San Francisco Chamber Inter-City Committee delegates now in the Islands. Shown in the picture above, prior to disembarking from the Matson luxury liner LURLINE, in Honolulu last week are, left to right, Congressman William S. Mailliard, Chamber President J. W. Mailliard, III, Inter-City Committee Chairman Roy P. Cole (chairman of the trip); Committeemen F. K. Caldwell (panel leader of a discussion yesterday with Hawaiian business leaders, "Areas for Attention in Trade Relations"); Lco E. Sievert (panel leader in "San Francisco's Aim of Service"); George F. Hansen, Chairman of the Chamber's Hawaiian Affairs Section; and Joseph M. Mixer, Manager of the Domestic Trade Department. In picture at right are President Mailliard, Mrs. Mailliard, Mr. Hansen and Mrs. Hansen, during Honolulu arrival. The delegation returns home next week.

Give now — to United Crusade!

Company Formed For Industrial Site Work

Formation of the Interbay Development Company, Inc., for the purpose of developing industrial sites and buildings, has been announced by Max F. Gruenberg, vice-president of the new company and a member of the Chamber's Industrial Development Committee.

The initial project of the company has been the purchase of a seven and one-half acre tract in the San Leandro Industrial Center. Industrial frontage will be served by spur tracks on both sides. The development will be restricted to concrete buildings with rigid set-back, maintenance and off-street parking provisions. The area is "extremely suitable" for branch warehouses and light manufacturing, Gruenberg reports. Interbay Development Company is represented by Albertson Realty Co.



Thousands Of Responses To 'Newsmakers' Program

The Committee For San Francisco's Future, a group of prominent business and civic leaders headed by W. P. F. Brawner, is now engaged in the difficult task of selecting the "100 Newsmakers of Tomorrow" from the more than 3,000 young men nominated under the program sponsored by the Chamber and Time magazine.

Nominations closed last Friday and selection of the 100 young men between 25 and 40, whose future actions will probably influence the city's progress, will be announced November 15. The men and their wives will be honored at a civic dinner at the Palace Hotel, November 17.

Response to the program in San Francisco co-sponsored by the Chamber and Time magazine, has been the greatest of any city in which the selections have been conducted, Time representatives report. The young men selected must live or work in San Francisco, or be currently in the armed forces.

S. F. Chamber Salute To Grand National

The Grand National Livestock Exposition, scheduled for October 30 through November 8, and traditionally supported by the San Francisco Chamber, received advance acclaim at a luncheon meeting of the Chamber's Agricultural Committee Tuesday noon at the Fairmont hotel.

Jesse W. Tapp, Agricultural Committee Chairman, introduced the featured speaker, W. Hugh Baber, superintendent of Llano Seco Rancho, Chico, who was recently selected to receive the Chamber's annual "California Livestock Man" award.

Baber will be formally presented with the award during "San Francisco Chamber of Commerce Night at the Cow Palace" October 31, a traditional feature of the Grand National. The night is dedicated to the Chamber in recognition of its many years of support of California agriculture and the Cow Palace program.

Attending the luncheon were Nye Wilson, secretary-manager of the Cow Palace and his Grand National staff; four Grand National Queens and Official Hostess Lynda Youngberg of Ross; City and County officials, State Legislators, and directors of the No. 1-A District Agricultural Association.

Wilson reported that 130,000 spectators are expected to attend the 14 performances of the world-famed show scheduled for this year. In addition to outstanding arena entertainment, the Grand National expects to have one of its most successful expositions of cattle, sheep and swine competing for more than \$93,000 in premiums.

Give now — to United Crusade!

Hitting The High Spots

With Walt Brown

AMBASSADOR G. L. MEHTA of India was hosted by the Chamber and its World Trade Ass'n this Wed. at a special luncheon at the Fmont;



G. L. Mehta

Ambassador spoke on Indo-American Cooperation In Industry & Commerce." . . . **CHAMBER POLICY** on changes in the Taft-Hartley Act will be discussed at a joint meeting of five Committees & Sections at noon Oct. 21 at the Fmont; chairmen: John B. Watson. . . . **UNITED NATIONS** health work will be discussed by three prominent physicians Wed.,

Oct. 21, 8 p.m., Morino Jr. High, at a "World Health Parade" program to be chaired (Continued on Page 4)

"JUNIOR AMBASSADORS" FROM SOUTH AMERICA VISIT CITY

Thirty-five "Junior Ambassadors" from seven Latin American nations were hosted in San Francisco on October 14 through a program arranged by the San Francisco Chamber.

The youthful delegates have been touring the nation as guests of Pan American Grace Airways, Inc., in celebration of its 25th anniversary. All 14-16 years of age, they

were selected by the Presidents of Argentina, Chile, Bolivia, Peru, Ecuador, Colombia and Panama.

Their special Panagra plane was met by the Consuls General of their nations and Chamber and Pan American officials. They were welcomed by Mayor Elmer E. Robinson, toured the city and Marin County, were guests at a Fisherman's Wharf lunch-

con of the Pan American Society, and were hosted at dinner in the Fairmont Hotel by the Chamber and World Trade Association.

The group also were guests of the Board of State Harbor Commissioners on a Bay cruise.

A twelve-car motorcade was furnished by the Ford Motor Company and drivers by the International Hospitality Center.

SF And LA Mining Groups Will Meet

Governor Goodwin J. Knight has been invited to attend a meeting in Grass Valley October 23-24 at which the San Francisco Chamber Mining Committee will host its counterpart from the Los Angeles Chamber, according to Phil R. Bradley, Chairman of the local Committee.

Members of the committees will be given an opportunity to inspect some of the most valuable and active mining properties in the state. In addition, they will be briefed on the government stockpile purchasing program by a representative of the General Services Administration, and attend an industrial minerals symposium to be conducted by the California State Division of Mines.



Phil R. Bradley

The delegations are expected to total about 30 members from each Chamber with Peter Colefax, president of the American Potash and Chemical Corp., heading the Los Angeles group. The Grass Valley and Nevada City Chambers will participate.

Give now — to United Crusade!



Members of the Chamber's Chemical Industries Section held their annual field trip Thursday, October 8, visiting the San Francisco Naval Shipyard and Consolidated Chemical Industries plant. Participating were, left to right, bottom row: L. M. Holland, Manager of the Chamber's Industrial Department; John Fincke, D. C. Linton, Industrial Department Assistant Manager C. A. Anderson, Elliot Scriber, and William Q. Hull. Standing, left to right: C. F. Lunsford, M. H. Scott, Walter Bangert, John Gast, Bill Pengra, T. B. Gibson, and J. H. Ginz.

WHAT'S GOING ON In Committee Meetings

SPECIAL PROJECTS COMMITTEE—October 16, Commercial Club, 12:15 p.m.
Agenda: Discussion of barrier study and progress report on Building Code Section.
TAFT-HARTLEY LUNCHEON—October 21, Fairmont Hotel, 12:15 p.m.
Agenda: Joint meeting of the Legislative Affairs, Manufacturers, and Mining Committees, and the Chemical Industries and Electrical Industries Sections. Speaker: William B. Barton, General Counsel and Manager of the Labor Relations and Legal Department of the U. S. Chamber.
WORLD TRADE ASSOCIATION—October 21.
Agenda: Guest Speaker: John A. Barton, Director of Export Controls, Office of Internal Trade, Washington, D. C.; "Current Export Control Policies."
MINING COMMITTEE — October 23-24, 1953, Grass Valley.
Agenda: Joint meeting with Los Angeles Chamber's Mining Committee in Grass Valley.
BUILDING CODE SECTION—October 28, Commercial Club, 12:15 p.m.
Agenda: Progress report on activity since June 24.
AVIATION SECTION—October 28, Fable Room, Hotel Drake Wilshire, 12 noon.
Agenda: Discussion of aviation education program & of observance of 50th anniversary of powered flight.

Come to Chamber of Commerce Night at the GRAND NATIONAL LIVESTOCK EXPOSITION AND HORSE SHOW Cow Palace, Saturday, Oct. 31, 8 - 11 P.M.



- ★ **RODEO:** Bronc riding, roping, bulldogging, Brahma bull riding!
- ★ **ARENA EVENTS:** Headlined by a Stampede of fifty wild stallions . . . a new high in thrills and showmanship!
- ★ **HORSE SHOW:** Both English and Western classes will feature finest show horses from America's stables and ranches!
- ★ **LIVESTOCK SHOW:** \$94,000 in premiums will attract the greatest livestock in America!
- ★ **CALIFORNIA "LIVESTOCK MAN" AWARD:** W. Hugh Baber, selected by the Chamber for this annual award, will be publicly recognized for his outstanding contribution to the livestock industry.

Don't Miss This Exciting Show! Send Coupon For Reservations!

GRAND NATIONAL LIVESTOCK EXPOSITION AND HORSE SHOW
Cow Palace, San Francisco 24, California

Please reserve.....seat(s) for me at \$2.50 each for "Chamber of Commerce Night," October 31, at the Grand National. Note: If additional reservations are wanted for other nights, please specify. (Exposition runs through Nov. 8.)

Check Enclosed Name.....
Firm.....
\$..... Address.....



AT OPENING CEREMONIES sponsored by the Chamber October 1 for the length of new freeway between Army and Bryant Streets, were, left to right:
F. W. Pambores, Asst. State Highway Engineer; Assemblyman Charles W. Meyers; L. A. Weymouth, District Engineer, Dist. IV; George T. McCoy, State Highway Engineer; Leonard S. Mosias, Chairman, Chamber's Traffic & Highway Section; Supervisor James Leo Halley; Sherman P. Duckel, Director, Dept. of Public Works, City and County; Frank B. Durkee, Chairman, State Highway Commission; J. W. Mailhand, III, Chamber President; Mayor Elmer E. Robinson; George S. Pruger, Asst. Chief, Right of Way Dept., Division of Highways; F. Walter Sandelin, State Highway Commissioner; Assemblyman Thos. A. Maloney; J. P. Sinclair, District Engineer, Dist. IV; Senator Gerald O'Gara; Charles L. Hayney, Charles L. Hayney Inc.; Carroll Newburgh, Chairman, Freeways Subcommittee, Chamber's Traffic & Highway Section; and Thomas A. Brooks, Chief Administrative Officer, City and County.



HERALDING "OIL PROGRESS WEEK" (this week), Mayor Elmer E. Robinson, San Francisco, signs proclamation. Left to right are: James Mussatti, General Manager, California State Chamber of Commerce; Dan Pickrell, San Francisco, Chairman Oil Industry Information Committee; Peter Howard, Vice President, Oakland Chamber of Commerce and J. W. Maillard, III, President, San Francisco Chamber of Commerce. The three Chambers of Commerce sponsored a luncheon honoring the Oil Industry on Tuesday, in the Palace Hotel, at which the principal speaker was Lt. General Ernest O. Thompson.

Hitting The High Spots

With Walt Brown

(Continued from Page 2)

announced by Dr. Ernst Wolff. . . . **GEORGE C. WAGNER** of Continental Merchandise Co., SF, next week will open a branch in Los Angeles at 2201 So Broadway. . . . **LUCIEN SIMON, JR.** of Simon Bros (since 1875) has been elected a State Director of the Calif. Grocer's Ass'n. . . . **FRANK JACOBS**, Export Mgr., Union Oil, was Chairman of the Speakers Bureau, Bay Area Oil Industry Information Comm., and did an outstanding job this week in providing speakers from all segments of the local oil industry. Covering subjects "from exploration to marketing," they carried the "Oil Progress" story to many groups. . . . **CREDITS** for outstanding cooperation with the Chamber in its recent freeway opening ceremonies go: for spirited music—to Municipal Bond Conductor Philip Sapira; for the public address system—to A. G. Reynolds; Ad. Dept., Tide Water Associated Oil Co.; for the real hot blowtorch (for chain-cutting)—to Fred Stettner, Victor Equipment Co.; for the platform—to Sherman P. Duckel, Dir., Dept. of Public Works; for decorations—to Maurice Perstein, Pioneer Flag & Decorating Co. . . . **C. T. HOGAN & CO., INC.** of New York, manufacturer of "Aluminumseal Insulation," has opened a Pac. Coast branch in SF, headed by T. C. Macarmock. . . . **SALUTES** for outstanding work over the years and **BEST WISHES** for a happy future go to the Chamber's Maude Cottrell who leaves after 12 yrs. of work with the Retail Merchants Ass'n and the Municipal Conference.



"WORLD'S FAIR" at Bullock & Jones—that's what these men were discussing (above) as they considered the products to be displayed this week in the British exhibit. Left to right: K. J. M. White, British Consul General in San Francisco; Alvin C. Eichholz, Manager of the Chamber's World Trade Dept.; Sir Roger Makins, British Ambassador to the U. S., and C. F. Kumler, Jr., vice president of Bullock & Jones. Sir Makins, visiting this week in San Francisco, praised the "World's Fair" series as a direct stimulus to international trade relations. The British display, to last through next Monday, followed "France Week" which opened the series Oct. 6. The series, which will cover a total of seven nations, is co-sponsored with Bullock's by the Chamber's World Trade Department.

C of C RECOMMENDATIONS FOR

(Continued from Page 1)

vide increases ranging from ten to twenty cents per month. These rates have remained unchanged since 1946. Apartment house rates are the same as they were in 1932. Rates for business and industrial establishments are not affected. The Director of Public Health would have the power to approve or disapprove requested rate increases with appeals to be taken to the Chief Administrative Officer and the Courts. The alleged purpose of the initiative is to remove the long standing freeze for apartment and residence rates and to render them subject to adjustment as economic conditions may require.

Rate-making powers should not be placed in the hands of an appointive officer, a physician or surgeon; his primary job is the administration of public health laws—not the determination of rates. Cost of operating the rate-making machinery is estimated at \$19,000 a year and there is no guarantee that this would not go higher. In addition, provisions of the present ordinance for removal of collectors for unsatisfactory service by petition of interested householders would be repealed. The Consolidated Scavenger Companies Statement of Income and Earnings shows a 6.04 per cent net profit on net worth, after taxes, for the year ending September 30, 1952. This return raises doubt as to the Scavenger Companies' claim that unless rate increases are granted they will be forced to discontinue operation.

PROPOSITION J

VOTE NO

Fire Prevention Appeal and Advisory Board

Abolishes the Appeal and Advisory Board in the Bureau of Fire Prevention and Public Safety in the Fire Department.

An Appeal and Advisory Board, acting in the capacity intended, can be beneficial and solve many problems, including many now going to the Board of Permit Appeals. Because the Appeal and Advisory Board has not been active is not sufficient reason to abolish it. It should be activated and given a chance to operate.

PROPOSITION K

VOTE YES

Civil Service Promotional Examination Credits; Police and Fire Departments

Provides that meritorious public service shall not be credited to participants in promotional examinations in the uniform force of Police and Fire departments.

Firemen and policemen are expected to perform their duties. Often outstanding

NOV. 3 BALLOT

acts are performed, but such acts are within this line of duty. Extra credit in promotional examinations could lead to abuse of the awards. The rank and file of the Fire and Police Departments have asked that the change be made and have sponsored Proposition K.

PROPOSITION L

VOTE YES

Fireboat Personnel Assignments

Provides that if fireboat operation is curtailed or discontinued, pilots, marine firemen and engineers holding present Civil Service status may be reassigned to the Fire Department.

If new equipment is purchased that does not require all members of the fireboat crew, there are 26 men with 25 years or more of service who should not be thrown out of jobs. There are many shortages in the Fire Department and if experienced men are available they are more valuable than new men who require considerable training.

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WALTER J. BROWN, Editor

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Bay Region Business

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All Ready For The Grand National!



THE 1953 GRAND NATIONAL Livestock Exposition, Horse Show and Rodeo comes to San Francisco's world famous Cow Palace tonight to play through November 8 to an estimated 130,000 spectators. Assuming its usual role in promoting the spectacular and educational show, the San Francisco Chamber's Agricultural Committee met recently in an annual luncheon salute to the event. The Committee will present W. Hugh Baber (above, right foreground) of Chico with the annual California Livestock Man Award on "Chamber of Commerce Night" Saturday. Others at the

meeting who are prominent in promoting the Exposition are (front row, left to right) Jesse W. Tapp, Chairman of the Agricultural Committee, and Porter Sesnon, president of the No. 1-A District Agricultural Association; (back row, left to right) Patsy Ziel, Grand National Horse Show Queen; Lynda Youngberg, Official Hostess; Debby O'Brien, Livestock Queen, and Donna Winkler, Dairy Queen. A "big turnout by Chamber members to tomorrow night's show" was urged by Carl Garrison, Chairman of the Agricultural Committee's Livestock Exposition Section.

Business-Education Day Set For Nov. 6

Final plans for the Chamber's fourth annual Business-Education Day, November 6, during which about 3,500 teachers will visit some 250 offices and plants, are being made today at an orientation meeting of participating firms.

The program, sponsored by the Chamber's Business-Education Committee and the San Francisco Board of Education, has won national recognition, according to Ross Buell, Committee Chairman. "It has provided an opportunity for the executive to give the teaching profession a clear understanding of business and its role in American society," Buell pointed out.



Chairman Buell

His "B-E" Day Committee has made arrangements for small groups of teachers from the public, private and parochial school systems to be the guests for a day at practically every category of business or industry in the Bay Area. The teachers will tour plants and offices, talk to executives and be guests of the businessmen at lunches.

Among the subjects businessmen are expected to cover in their discussions with the teachers are: "What Business Contributes to the Community," "Employment, Education and Training in the Company," "The Duties and Responsibilities of Business Management," "The Problems of Business and Industry in the Community and Throughout the County," and "Importance of Cooperation."

SF-LA Mining Groups Meet In Grass Valley

The importance of California mining properties as sources of new metals and minerals—for which a tremendous industrial demand has developed in the past 10 years—was stressed at a joint meeting of the San Francisco and Los Angeles Chambers' Mining Committees last Friday and Saturday in Grass Valley.

The Los Angeles delegates were guests of the San Francisco Chamber's Mining Committee, headed by Phil R. Bradley, Jr., Chairman. The business meetings and entertainment program were the most successful ever held "thanks to the efforts of Grass Valley and Nevada City mine operators and city and Chamber of Commerce officials," Bradley reported.

Grass Valley, Nevada City and Sierra County residents joined with the visitors in the program, which included discussions with state and federal officials and visits to mining properties. "The gracious hospitality of the residents of the area made the trip an outstanding success," Bradley said.

Chamber Action

Highlights of the Past Two Weeks:

1. Completed trade visit to Hawaii (P. 1)
2. Aided in Grand National promotion (P. 1)
3. Planned Business-Education Day (P. 1)
4. Co-sponsored Sales Clinic (P. 3)
5. Acted in War Housing matter (P. 3)
6. Discussed state mining problems with L. A. Chamber committee (P. 1)
7. Planned action in ICC bearings (P. 3)

Hawaii Trip Completed

Additional markets for San Francisco's products and enhanced trade relations in the Territory of Hawaii were secured by 33 members of the Chamber's Inter-City Section who returned home last Saturday after their trade development trip to the Islands. Heading the delegation was Chamber President J. W. Mailliard, III, Inter-City Section Chairman Roy P. Cole, and Hawaiian Affairs Section Chairman George F. Hansco.

Mr. Mailliard is shown in the picture at right as he presented Mayor John H. Wilson of Honolulu with a "resolution of friendship" from Mayor Elmer Robinson of San Francisco, with Porter Dickinson, president of the Honolulu Chamber of Commerce, looking on.



General Business Activity

TREND LEVELING OFF

The general business trend in the San Francisco Bay Area in September was slightly above a year ago but freight car movements, department store sales and apparel store sales were below last September's level. During the first nine months all major activities in the Bay Area were above the like period last year and the outlook for the fourth quarter appears favorable.

Business in San Francisco has followed closely to last year's pattern since June. The San Francisco Chamber of Commerce activity index for September at 128.6 was less than 1% above last September and the nine months average of 124.7 was 2.9% above like period last year.

EMPLOYMENT REACHES NEW HIGH

More persons were employed in the Metropolitan Area in September than ever before — 1,044,800 compared to 1,040,300 in August and 1,044,600 in September last year, the previous record. The service industry group reported a gain of 5,000 between August and September, the manufacturing group a gain of 1,200, retail trade 500 and agriculture 300 making a total of 7,000. Some of these gains were neutralized by shrinkages of 1,200 persons in government, 700 in finance, insurance and real estate, 400 in transportation, communications and utilities, and 200 in wholesale trade group making a total of 2,500.

FINANCIAL TRANSACTIONS RISE

September financial transactions measured by bank debits to demand deposits accounts in five Bay Area cities amounted to \$4.1 billion or an increase of \$162,000,000 over last September. The nine months total of \$35.3 billion was \$757,000,000 above the corresponding period last year. San Francisco Stock Exchange transactions market value in September were 14.3% above last year and the nine months cumulative was up 4.1% and amounted to 13,774,850 shares with a market value of \$154,501,170. Commercial failures in San Francisco reported by Dun & Bradstreet in September were below a year ago but the nine months total amounted to 111 compared to 104 last year, however, the liabilities were better than one third under last year's nine month total.

DEPARTMENT STORE SALES SLOW UP

September department store sales throughout the 12th Federal Reserve District were 4% below last September and were down 3% in San Francisco-Oakland Metropolitan Area, the same as in California. Sales for the nine month period in the 12th Federal Reserve District however were 2% above the nine months of last

year's, the same as the San Francisco-Oakland area and California trends.

Sales of Pacific Coast merchant wholesalers for the eight months were up 5% and identical to the national trend.

TRANSPORTATION MOVEMENT GAINS

Freight car movements in the San Francisco-Oakland switching limits during the first nine months amounted to 376,461, an

of 40,866 cars were slightly above the Los Angeles area total of 40,483 cars.

Cargo vessel arrivals in the San Francisco Bay during September amounted to 421 and carried the nine months cumulative to 3,849 vessels with registered tonnage of 18,128,362, an increase of 5.5% and 9.4% respectively.

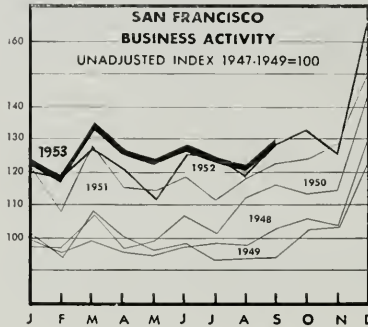
San Francisco Airport reported for the first eight months, 76,119 planes in and out and 1,285,225 passengers off and on, an increase of 26.5% and 11.5%, respectively.

VISITORS AT HIGH LEVEL

Bay Bridge vehicle crossings in September reached 2,893,934, 11% above last September, and the nine month cumulative of 23,716,705 crossings were up 2.5%. September Golden Gate Bridge traffic amounted to 1,048,112 vehicle crossings, a gain of 4.9% and the nine months total of 9,110,549 was 2.8% above a year ago.

Out of state automobiles entering northern California gateways set a new high for September of 83,696 and for the nine months period of 624,687 and the increases amounted to 7% and 8.9% respectively compared to last year.

Tourist and settler written inquiries handled by the Chamber of Commerce in September were up 26.5% and nine months total up 18.2%.



increase of 10,695 cars, or 2.9% over like period last year. The September movements

9-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	SEPTEMBER 1953	% FROM 1952	9 MONTHS 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	128.6	0.7	124.7	2.9
CONSTRUCTION PERMITSTotal Number	719	8.1	6,479	7.1
.....Value	4,171,103	3.8	35,892,430	2.6
Dwelling Units.....Value	1,016,545	-62.7	11,704,221	-6.0
Single-Family Units.....Number	100	-66.8	1,166	-17.7
Non-Residential, New.....Value	902,898	162.0	12,815,058	19.8
Addns., Alterations and Repairs.....Value	2,251,660	136.4	11,248,151	-5.0
REAL ESTATE—Deeds RecordedNumber	1,453	2.0	12,045	-12.6
*RETAIL DEPARTMENT STORE SALESIndex	117	-1.7	105	-0.9
FINANCE—Bank Debits\$000	3,293,640	3.1	28,052,305	3.1
Postal Receipts.....\$	3,475,160	10.3	20,458,144	-13.4
S. F. Stock Exchange.....Shares Traded	1,401,538	29.5	13,745,650	-2.4
Market Value \$	15,985,294	14.3	154,501,170	4.1
COMMERCIAL FAILURESNumber	11	-15.4	111	6.7
INDUSTRY TREND—6 Bay Area CountiesTotal Employed	1,044,800(p)	0.0	1,026,244	1.8
Manufacturing.....(Number)	230,400(p)	1.3	218,033(p)	2.2
Construction, Contract....." "	71,300(p)	-5.9	66,122(p)	3.2
Finance, Ins., Real Estate....." "	64,800(p)	0.3	64,755(p)	1.8
Retail Trade....." "	171,800(p)	1.2	170,844(p)	1.1
Wholesale Trade....." "	71,600(p)	1.4	71,589(p)	2.4
Service....." "	208,500(p)	1.9	205,411(p)	0.8
Trans. Comm. & Utilities....." "	114,600(p)	-1.0	116,253(p)	4.0
Agriculture....." "	22,000(p)	10.0	20,033(p)	5.1
Govt.—Fed., State, City....." "	87,400(p)	-6.4	90,689(p)	-3.4
Other....." "	2,300(p)	-8.0	2,211(p)	-1.5
MANUFACTURING—Average Weekly Earnings (Dollars)	81.11	4.3	0	0.0
PLACEMENTS IN SAN FRANCISCOTotal	1,945	-34.9	17,386	-24.3
Transportation Frt. Car Movements.....Number	14,373	-8.5	134,041	2.0
S. F. Airport—Planes In and Out.....Number	10,204(a)	9.0	76,119(b)	26.5
Passengers Off and On....." "	179,720	6.5	1,463,054	10.8
Air Mail Loaded & Unloaded.....Lbs.	2,307,760	6.1	21,218,309	-1.5
Air Express Loaded & Unloaded.....Lbs.	512,491	5.4	4,631,532	12.1
Air Freight Loaded & Unloaded.....Lbs.	3,515,107	-0.1	28,541,696	0.4
Rail Express Shipments.....Number	103,854	-8.4	848,844	-22.9
PORT OF SAN FRANCISCO—Revenue TonsTotal	430,592	-12.5	4,204,513	-2.1
Coastwise.....Revenue Tons	8,939	-18.4	90,363	-14.6
Intercoastal.....Revenue Tons	36,955	-9.2	337,992	0.1
Foreign.....Revenue Tons	267,360	-14.6	2,015,624	-0.3
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	424	4.9	3,849	5.5
Millions of Registered Tons....." "	2,065,025	4.7	18,128,362	9.4
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	1,047,783,790	-5.9	11,764,423,300	-1.2
*Elec. Energy Sales—K.w. hours.....Index	115	-0.9	126	125
Water Consumption—Comm. and Ind.....Cu. Ft.	160,809,000	-3.8	1,438,767,500	1.4
NEW DEVELOPMENTS—Tourist and SettlerInq. No.	797	26.5	10,024	18.2
Bay Bridge Vehicle Crossings.....Number	2,893,934	11.0	23,716,705	2.5
Golden Gate Bridge Vehicle Crossings.....Number	1,048,112	4.9	9,110,549	2.8
FRUITS AND VEGETABLES RECEIPTSCarlots	2,051	-3.3	16,677	0.2
LIVESTOCK SLAUGHTER (Insp. Dist.)Number	179,210	6.7	1,540,786	10.2
*S. F. LIVING COSTS—All ItemsIndex	116.1(c)	1.0	115.8(d)	1.7
*RETAIL FOODIndex	113.4(a)	0.1	112.8(b)	-1.0

*New Series (1947-49 Av.=100) (a) August latest, (b) 8 month average, (c) June quarterly, (d) March-June quarterly avg. (p) Preliminary. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Chamber RMA Sponsors Retail Selling Course

The Chamber's Retail Merchants Association will cooperate with the San Francisco Unified School District's Division of Vocational Education in presenting a compelling concentrated course on retail salesmanship November 5, 12 and 19 at the Mission High School Little Theater, 18th and Dolores Streets.

"Better Selling for Greater Sales" will be the theme, according to Jerome P. Newbauer, RMA president. Topics and speakers for the three meetings are: November 5, "The Customer and the Sales Person," by Richard M. Oddie, Director, Small Business Advisory Service, Bank of America; November 12, "The Product, Telling The Story," by O. D. Fuller, Manager, J. J. Newberry Co., Mission District; and November 19, "The Close, From Prospect to Customer," by Robert G. Wilhelm, Store Manager, Emporium Stonestown.

RMA members and others desiring to attend should apply to R. Earl Thompson, coordinator, Distributive Education Department, S. F. Unified School District, 135 Van Ness Avenue, San Francisco 2.

UNEMPLOYMENT TAX DATA SERVICE OFFERED

Members of the San Francisco Chamber of Commerce are offered an opportunity to obtain information about their unemployment tax records by the Corporation Counseling Service with offices at 3871 Piedmont Avenue, Oakland 11.

The State Department of Employment maintains a record called the "Employer Reserve Account Ledger" which shows transactions determining each employer's unemployment taxes. The Counseling Service offers to obtain and analyze a photostatic copy of any member's account which will be sent to the member who requests it without obligation. Employers who give attention to the status of their unemployment tax accounts are said to be able to minimize their taxes.

Chamber Board Acts In War Housing Question

The Chamber's Board of Directors has endorsed a proposal by the Industrial Development Committee that the city Housing Authority accept relinquishment of federally-owned war housing in San Francisco. The Authority recommends that the Board of Supervisors take whatever action is necessary to effect acquisition.

Once the land is transferred to local hands, an orderly removal of temporary housing on other industrial lands will be assured, according to the Chamber's Board. At the same time, this will permit a more orderly removal of the balance of the housing without dislocating the economy of the city which would result from the Federal Government's wholesale eviction of thousands of families.

The San Francisco Housing Authority can acquire the land at its cost to the Federal government more than 10 years ago.

Transfer of ownership to the city would make possible the ultimate restoration of the properties to the tax rolls and would insure administration of the program by one agency.

Industrial Activity In San Francisco And Bay Area Continues Dynamic Growth

Industrial activity in San Francisco continued its dynamic growth during the month of August with a total 10 separate plant projects amounting to \$1,394,000 in financial commitments and creating 67 new jobs.

This was the encouraging report made yesterday by the Industrial Department of the San Francisco Chamber, on completion of its tally for the month of August. Totals for September will be available and reported soon.

As for the entire San Francisco Bay Region during August, the area recorded its second highest monthly total of the year: \$32,726,044 in commitments, covering 18 new plants and 47 expansions of existing facilities. This was in definite contradiction to the lowering of early predictions by national agencies.

H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, said this week that "Industry's continued recognition of our area demands the cooperation of each and every resident."

"Only through individual insistence will local governing bodies immediately establish proper zoning and building codes, and other needs which will fit into this great industrial picture and be of benefit to all."

Northern California's 48 counties accounted for 69 projects during August totaling \$33,291,044.

Here are cumulative totals through August:

San Francisco			
6 New Plants	\$ 1,082,000	83 Jobs	
45 Expansions	\$ 14,327,650	526 Jobs	
51 Projects	\$ 15,409,650	609 Jobs	
Bay Region (12 Counties)			
78 New Plants	\$123,287,400		
238 Expansions	\$5,827,284		
316 Projects	\$209,114,684		
Northern California (48 Counties)			
91 New Plants	\$124,967,400		
271 Expansions	\$2,886,411		
362 Projects	\$217,853,811		

New System For Realtors

Chamber members engaged in the buying and selling of real estate will be interested in a new listing service developed by Louis S. Kraemer which is being made available to all realtors in the Bay Area, according to Chamber General Manager G. L. Fox. Called "Real-Stat," the system offers a current and comprehensive record of all property sales consummated through the real estate boards' Multiple Listing Services. Kraemer said.

Through the system, realtors can more accurately estimate true market values, he declared, and gain detailed data on districts, prices, size of buildings and related subjects.

'Fair' Continues At B&J

Products of Italy changed places with those of Switzerland this week in the downtown store of Bullock & Jones as San Francisco's miniature "World's Fair" swung into its third week. Co-sponsored by the Chamber, the series of exhibits is designed to point up consumer products available through world trade, and the importance of imports to this region's economy. The first display was of French imports and the second, British; remaining countries to be represented in weekly displays through November 24 include Germany, Spain and Austria.



THE HONORABLE CHARLES S. THOMAS (above), Assistant Secretary of Defense, Supply and Logistics, was featured speaker at a Navy Day luncheon Wednesday jointly sponsored by the Chamber, Commercial Club and San Francisco Council, Navy League of the United States. Thomas, who has held his present post since August of this year, spoke on "The New Department of Defense Organization and the Navy's Part In It." Approximately 300 attended.

Rohde Will Attend And Report On ICC Hearings

The Chamber's Board of Directors has authorized a representative to attend Interstate Commerce Commission hearings regarding rail, truck and freight forwarder rates between California, Oregon and Washington.

Gerald H. Trautman, Chairman of the Chamber's Transportation Committee, reported the ICC hearings concern rates that were reduced in the competitive struggle of railroads, truck lines and freight forwarders. If sustained by the commission, these reductions would impair the competitive position of San Francisco in the Pacific Northwest, Trautman said.

Walter A. Rohde, Manager of the Chamber's Transportation Department, was authorized to appear at the hearings, report the facts developed to the Transportation Committee and obtain further instructions concerning the Chamber's position.

Luncheon Honoring the King and Queen of Greece

The San Francisco Chamber, Down Town Association, Commonwealth Club and City and County of San Francisco will jointly sponsor a luncheon honoring Their Majesties, the King and Queen of Greece, at noon Thursday, November 12, in the Garden Court of the Palace Hotel. The Chamber has a limited supply of tickets which will be available to members at \$3.75 each on a "first come, first served" basis.

Reservations should be made immediately by calling EXbrook 2-4511, Ext. 58.

Hitting The High Spots

With Walt Brown

SEVENTY NEW MEMBERS of the Chamber were welcomed last wk., by Acting Chamber Pres. Donald Maclean at an Assimilation Meeting sponsored by the Second Century Club. Gen. Mgr. G. L. Fox outlined Chamber services and reviewed present and future programs. . . . **THE INTERNATIONAL HOSPITALITY CENTER** of the Bay Area in celebration of its first anniversary of valuable work in welcoming foreign visitors to SF will stage a banquet-ball at the Fairmont Hotel Wed. evening, Nov. 4. Persons interested in attending and thereby helping the organization to continue its program of orientation and hospitality should contact the Center, YUkon 2-1111. . . . **EDWIN S. MOORE** has been appointed secy. and gen. mgr. of the California State Automobile Assn. to replace D. E. Watkins who held the position for 40 yrs. Watkins' retirement was marked by a special meeting of the CSAA Board Oct. 13. . . . **MRS. VIRGINIA GONDER**, Executive Vice Pres. of the American Chamber of Commerce of the Philippines, visited SF last week and met with Chamber officials to review programs, techniques and procedures of this organization. . . . **MAJOR GEN. E. F. BULLENE**, Chief Chemical Officer, USA, will speak on "From the Pentagon Direct to You" at a dinner meeting of the Armed Forces Chemical Assn. Thurs., Nov. 5 at the Presidio. . . . **POOL & ASSOCIATES, INC.** after 22 yrs. of business activity on New Montgomery St. has moved to greatly expanded quarters on the ground floor at 115 New Montgomery, according to Ruth Pool, founder and head of the firm. . . . **JOHN C. WELLS**, public relations director for the local Boy Scout Council since 1948, leaves SF this month to become an associate of his brother's advertising and public relations agency in Los Angeles, the Wells Agency. Mrs. Clare Decker, his ass't for the past 3 yrs., takes his place. . . . **CLAY BERNARD**, Chamber director and regional sales mgr. for Western Air Lines, recently announced an "aerial link" between the Bay Area and Mexico City has been established through a joint service by Western and Mexicana de Aviacion, an affiliate of Pan American World Airways. Featuring pressurized 4-engined DC-68's on the entire 1,882-mile air cruise, Western and Mexicana de Aviacion now will provide the fastest air service ever scheduled over the route to Mexico. . . . **GENERAL ELECTRIC CO.**, world's largest manufacturer of electric goods, celebrated its 75th anniversary Oct. 15 with a salute to the Pacific Coast: G-E's 16-man Board of Directors made its first official visit to the West and held one of a series of meetings in San Francisco. . . . **ARTIST JAMES HANSEN** took top honors in the Sixth Annual Exhibition of Advertising Art sponsored by the Society of Artists and Art Directors: he won the coveted "Best in Show," the Foster & Kleiser Co. Medal, two Awards of Excellence, and shared a third award with Artist Bill Hyde. The Exhibition is open to the public through Nov. 6 at the Society's galleries, 252 Clay St., from 12 noon to 5 p.m.

WHAT'S GOING ON

In Committee Meetings

BUSINESS-EDUCATION COMMITTEE—October 30, Mills Building, Room 316, 11-11:55 a.m.

Agenda: Orientation meeting for businessmen. **AGRICULTURAL COMMITTEE** — November 10, Fairmont, 12 noon.

Agenda: Discussion of produce market, etc. **INTER-CITY SECTION** — November 3, Room 200, Chamber, 11:00-12 noon.

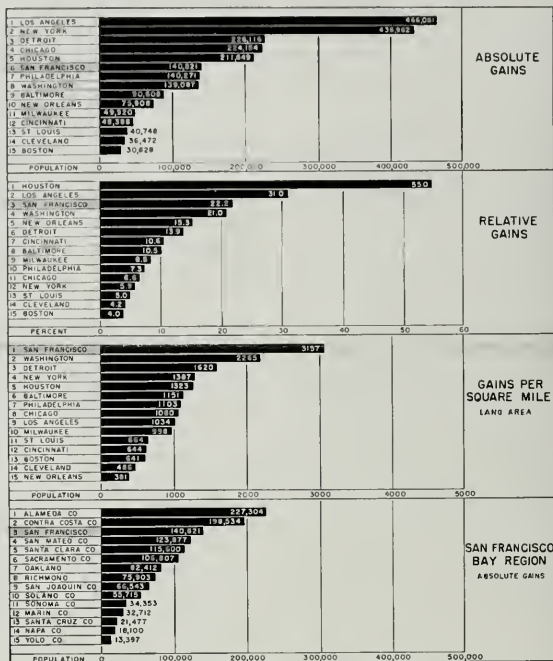
Agenda: Report on Hawaiian Trade Trip. Plans for Marysville trip and recommendations for next year.

MARYSVILLE TRADE TRIP—November 5. **WORLD TRADE ASSOCIATION & MINING**

POPULATION GROWTH RATES

San Francisco Chambergraph* - - - - - No. 1

FIFTEEN LARGEST U. S. CITIES — 1940-1950



SAN FRANCISCO's population has undergone a steady growth in recent years, keeping up with other large metropolitan cities of the nation and in many cases surpassing them. San Francisco finds itself, for example, in sixth position in point of absolute gains between 1940 and 1950. As far as relative gains are concerned, this city places third in the nation with a 22.2 per cent increase in the same period. In population gains per square mile, San Francisco ranks first in the nation, having grown at the rate of 3,157 persons per square mile in the 10-year period. And, finally, as against other counties of the Bay Region, San Francisco ranks third in population growth.

Despite its limited size, San Francisco continues to attract thousands who find in the City by the Golden Gate great economic, cultural and residential attractions in addition to commercial and industrial opportunities.

*A regular feature . . . Ask the Chamber for reprints.

COMMITTEE, JOINT MEETING — November 4, Panelli's, 12 noon.

Agenda: Discussion of price of gold and stock-piling of minerals.

MUNICIPAL CONFERENCE — November 5, 105 Montgomery Street, 3:30 p.m.

Agenda: Request by Police Department for new men; proposed amendment to the retirement ordinance.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE



Teachers representing 16 schools who visited the Chamber on Business-Education Day are shown above in the organization's Research Department.

Big Turnout Of Teachers To 231 Firms On 4th Annual Business-Education Day

Two hundred thirty-one San Francisco business firms played host last Friday to the city's school teachers in the fourth annual Business-Education Day jointly sponsored by the Chamber and Board of Education.

Approximately 3,400 teachers participated in the one-day visit which is the Chamber's major effort each year to bring about a closer understanding and working relationship between business and education elements.

Representing all of the public and eight parochial schools, the teachers assembled at the plants, offices and other business establishments to which they had previously been assigned in groups averaging 15 each. From 10 a.m. until noon they toured the establishments, observing methods of operation. After lunch, the guests participated with management in afternoon conferences on such subjects as "What Business Contributes to the Community" and "Importance of Cooperation."

One of the sponsoring "firms" was the San Francisco Chamber, which hosted 18 teachers from 16 different schools.

Chairman of the event was Ross Buell, superintendent of the San Francisco Mint, who has been associated with the program since its inception in 1950.

Chamber Action

Highlights of the Past Two Weeks:

1. Launched Traffic Education Program (P. 1)
2. Held 4th annual "Business-Education Day" (P. 1)
3. Planned to "sell the Port" in the east (P. 1)
4. Established new Directory Library (P. 2)
5. Presented "Livestock Man" Award (P. 1)
6. Entertained Greek King and Queen (P. 3)
7. Co-sponsored Retail Sales Course (P. 2)
8. Submitted Trade Report on Hawaii (P. 2)
9. Provided three specialized reports (P. 3)
10. Held important discussions on strategic minerals in U. S. trade policy (P. 2)
11. Made trade visit to Marysville (P. 3)

Traffic Education Program Launched

San Francisco issues more traffic citations per thousand population than any other city in the world.

Such was the challenging fact which this week launched a "traffic education program" by the Chamber designed to cut down on driving violations.

Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway Section, said "the issuance of such citations shows that our Police Department is doing its job. But it also shows that education is needed in order to reduce traffic violations which lead not only to a bad civic record in this field, but to personal danger and a slowdown in traffic flow."

He said that beginning next Monday the Chamber, through the cooperation of the Police Department, will release a "box-score" of traffic violations.

Accompanying the figures will be statements by representatives of the Police Department, traffic judges, Safety Council and Automobile Association — all designed to bring about a more serious consideration by the public of their driving habits.

The program is sponsored by Mosias' Section following approval by the Chamber's Board of Directors.



Leonard S. Mosias

'Livestock Man' Award



W. HUGH BABER, Chico rancher, is shown above as he received a silver plaque from Chamber President J. W. Mailliard, III, honoring him as "California's Livestock Man," at Chamber of Commerce Night at the Grand National Livestock Exposition October 31 at the Cow Palace. Baber's award was based on the judgment of 19 livestock industry leaders that he had contributed the most to California's livestock industry during the year 1953. The award is an annual event sponsored by the Chamber's Agricultural Committee. The special night at the Cow Palace was attended by many Chamber Directors, Officers and Committeemen in a personal salute to the western event which the Agricultural Committee annually helps to promote.

San Franciscans Attend World Trade Convention

One of the most important "selling jobs" of the year for the Port of San Francisco will be effected by a delegation of local world trade and shipping officials including San Francisco Chamber members, November 16, 17 and 18 in New York City.

Milton W. Melander, President of the Chamber's World Trade Association, will head the delegation, bound for the 40th Convention of the National Foreign Trade Council, Inc., in the eastern metropolis.

Members of the San Francisco group will include: Rene A. May and Arthur P. Lazarus of Getz Bros. & Co. (May is Chairman of the Chamber's World Trade Committee); W. J. Gilstrap of Wells Fargo Bank & Union Trust Co.; Russell G. Smith and Eric Hallbeck of the Bank of America N. T. & S. A.; James Campbell, Superintendent, Foreign Trade Zone No. 3 (San Francisco); D. Mann Taylor, American Foreign Credit Underwriters Corp.; George Killian and R. K. Davies of American President Lines; William Robbins, Otis, McAllister & Co.; A. L. Papworth, Pacific Far East Lines; Stanley Powell, California Packing Corp.

(Continued on Page 4)



A NEW SERVICE FOR CHAMBER MEMBERS is available with the establishment of a library of city directories covering the principal cities of the United States, Canada and Hawaii. G. L. Fox (left), Chamber General Manager, is shown inspecting the new library with L. R. Jabush, vice-president and general manager of the Pacific Coast Division, R. L. Polk & Co. This firm cooperated with the Chamber and the Association of North American Directory Publishers in establishing the new service.

City Directory Library Opened In Chamber

A library of city directories covering the principal centers in the United States, Canada and Hawaii, and containing a complete set of San Francisco city directories from 1863 to date, has been established by the Chamber in cooperation with R. L. Polk & Co. and the Association of North American Directory Publishers.

Located in the Central Files Unit of the Chamber offices, 333 Pine St., the library is for use by Chamber members and the public.

Chamber Group Reports On Hawaiian Trade Trip

Hawaiian firms purchase between 300 and 400 million dollars worth of goods and services outside the territory annually to serve "young consumers"—50 per cent of whom are under 25 years of age—according to Roy P. Cole, Chairman of the Chamber's Inter-City Section, which recently concluded a trade development trip to the Islands.

In a report that shortly will be made available to the membership, Cole who was "trip chairman" pointed out that the visit has created a tremendous amount of goodwill and San Francisco firms should mention their Chamber membership when trying to do business in the highly competitive Hawaiian market.

Hawaiian business executives were impressed with the Chamber delegation's desire to improve San Francisco-Hawaiian trade relations, and presented a detailed analysis of their complex market and problems, Cole reported.

Other Pacific Coast cities are aggressively soliciting business in the Islands, Cole said, and "no mainland firm can sell goods by letter." Firms must have representation in the Islands and the most successful means is to engage a local representative familiar with conditions, Cole said.

Retail Sales Course Draws Big Enrollment

More than 200 persons attended each of the first two sessions of the retail salesmanship course sponsored by the Chamber's Retail Merchants Association in cooperation with the San Francisco Unified School District.

Jerome P. Newbauer, RMA president, presided at the sessions, held November 5 and 12 at Mission High School. Richard M. Oddie, director, Small Business Advisory Service, Bank of America N. T. & S. A., spoke on "The Customer and the Sales Person" at the first session. O. D. Fuller, manager, J. J. Newberry Co., spoke on "The Product, Telling the Story" at the second session.

Instructor Reginald Y. Alexander, specialist in sales training, "is outstanding in his presentation of qualities the sales person should have to be successful," Newbauer said.

Scheduled for the final meeting, 7:30 p.m., Thursday, November 19 at Mission high school, is an address by Robert G. Wilhelm, store manager, The Emporium. Stonestown, on "The Close, From Prospect to Customer." Persons desiring to attend this last session should call R. Earl Thompson, UNderhill 3-4680.

INDUSTRIAL TOUR DRAWS CHAMBER MEN

Plans for San Francisco Chamber participation in "Operation Foresight," designed to acquaint Bay Area business leaders with Marysville-Yuba County industrial progress were made at a meeting here last week.

Chamber President J. W. Mailliard, III, General Manager G. L. Fox, and Joseph R. Mixer, Manager of the Domestic Trade Department, discussed with Marysville officials plans to fly the San Francisco group to Marysville Thursday, November 19. There the group will inspect a 230-acre industrial site and will be entertained at luncheon

Mining, World Trade Discussions

The role of strategic minerals in United States trade policy was discussed at a joint meeting last week of the Chamber Mining Committee and World Trade Association in an effort to reconcile conflicting points of view regarding some recommendations in the Chambers' World Trade Policy Declaration issued last May.

Phil R. Bradley, Jr., Mining Committee Chairman, and M. W. Melander, World Trade Association President, were Co-Chairmen of the meeting. Panel members were S. H. Williston and James P. Bradley for the Mining Committee, and James S. Baker and Forrest E. Brookman for the World Trade Association.

Mining industry representatives maintained their industry finds itself in a "bad way" as the result of tariff policies in recent years. World Traders assured them they were not advocating an all-out "free trade" policy, but "want to insure an adequate and dependable flow of materials at a low cost consistent with national security and the welfare of free nations."

Mining men asked for a federal policy that would level out the "feast or famine" economy of the industry. World Traders suggested that some help be given segments of the mining industry—disturbed due to the necessity of allowing the rest of the world to trade with us—through assistance in transferring to some extent to other enterprises.

Hundred 'Newsmakers' To Be Honored Soon

The names of 100 young men chosen to represent the more than 1,800 individuals nominated under the "Newsmakers of Tomorrow" program sponsored by the Chamber and Time Magazine, will be announced Sunday, November 15, according to W. P. F. Brawner, Chairman of The Committee for San Francisco's Future.

A television program featuring four representatives of the 100 young men will be aired Sunday over station KPIX from 10 to 10:30 p.m., during a special program narrated by William Winter. The 100 young men and their wives will be honored at a civic dinner at the Palace Hotel Tuesday, November 17.

Brawner reports the 3,200 nominations received resulted in more than 1,800 individuals when duplications had been eliminated. "San Francisco is extremely fortunate in having such a large number of highly qualified young men who are slated to take over the reins of leadership in future years," Brawner said.

Among those making the trip in addition to Mailliard and Fox will be James Q. Brett, Chamber Director and Chairman of the Industrial Development Committee; and Lewis M. Holland, Manager of the Industrial Department.

Marysville civic and Chamber officials who attended last week's meeting included: Mayor W. Gavin Mandery; Carl Rubel, chairman of the Yuba County Board of Supervisors; Chamber President Jack R. Young; Industrial Committee Chairman Frank M. Booth; and Secretary-Manager Roger B. McGinnis.

Greek King, Queen Guests At Luncheon

King Paul and Queen Frederika of Greece were honored at a civic luncheon Thursday at the Palace Hotel, jointly sponsored by the Chamber, Down Town Association, Commonwealth Club and the City and County of San Francisco.

Among those seated at the head table were Chamber President J. W. Mailliard, III and two San Franciscans who played a prominent part in United States relations with Greece in recent years: Dr. Henry F. Grady, former ambassador to Greece and Roger D. Lapham, former ECA administrator in Greece.

The royal couple, now on a nation-wide tour, spent two days in San Francisco. More than 900 persons attended the civic luncheon at which Mayor Elmer E. Robinson was host and Charles H. Kendrick, chairman of the board of Schlage Lock Co., acted as master of ceremonies.

Final 'Fair' Exhibit This Week At Bullock & Jones

Bullock and Jones' colorful "World's Fair" in observance of its 101st year, featuring displays from six nations throughout a six-week period, comes to a close next Tuesday when store decorators remove from windows and counters many products of Germany.

"Germany Week" began November 10 with displays of Meissenware made in 1770,



"The Bullfighter" by Robert Watson of Berkeley—keynoting "Spain Week" at Bullock's.

stoneware produced in 1720 and merchandise from West Germany imported here through San Francisco's Foreign Trade Zone.

Other highlights of this week's German exhibit include a 17th-century wax portrait made in Germany and loaned to Bullock's by the De Young Museum, according to C. F. Kumler, Jr., vice president of Bullock's.

Co-sponsored by the San Francisco Chamber because of its value in stimulating interest in two-way trade, the series of exhibits began October 6 with products of France and since then has included Britain, Switzerland, Italy and Spain.

Part of last week's Spain exhibit was a painting by Robert Watson of Berkeley, "The Bullfighter."

Chamber Trade Delegation At Marysville



TRADE OPPORTUNITIES in the Marysville area, for San Francisco businessmen and the needs of Yuba County business and agriculture were discussed by a Chamber delegation during a flying trade development trip to Marysville Thursday, November 5. Pictured on arrival at Marysville are: Roger M. McGinnis, secretary-manager, Marysville-Yuba County Chamber of Commerce; Willard Barr, district freight agent, Southern Pacific Company; John E. Jones, executive vice-president, Harry W. Brintnall Company; Rex Dadisman, sales engineer, Barrett & Hill; Jack R. Young, president, Marysville-Yuba County Chamber of Commerce; Cameron Ball, assistant manager, Western Merchandise Mart; Frank Creedon, traffic representative, Board of Harbor Commissioners; Joseph R. Mixer, manager, Domestic Trade Department, San Francisco Chamber of Commerce; Joseph Frank, assistant sales manager, Levi Strauss & Company; M. McGregor, farm price economist, Bank of America N. T. & S. A.; and Jared Smith, district sales manager, Southwest Airways, Inc. Also attending from San Francisco were William J. Losh of Lee & Losh, and R. Allege, district manager, John Deere Plow Company.

Camp Backed Again For U.S. Chamber Board

The nomination of W. B. Camp of Bakersfield for a second term on the Board of Directors of the Chamber of Commerce of the United States, representing its Department of Agriculture, has been endorsed by the Board of the San Francisco Chamber.

The action was taken on recommendation of the Chamber's Agricultural Committee, headed by Jesse W. Tapp. The Board also pledged help in obtaining endorsement of Camp by at least four other Chambers. Camp, who has attended every meeting of the National board since his election in 1952, has given the Western states the "strongest possible voice in shaping the policies of the U. S. Chamber," according to Tapp.

Leonora Armsby Honored

Chamber representatives joined 600 San Franciscans recently at a St. Francis hotel luncheon in tribute to Leonora Wood Armsby on the occasion of her retirement, after 17 years, as president and managing director of the San Francisco Symphony Association.

Accepting the title of President Emeritus, Mrs. Armsby is being replaced by J. D. Zellerbach as president and managing director.

Charles R. Blyth, vice-president of the Association, described Mrs. Armsby's leading role in building the orchestra to one of the finest of its kind as an "everlasting credit to San Francisco." In her new position, Mrs. Armsby will remain a "unifying influence, not only to the orchestra, but to the men and women who guide its destinies," Blyth said.

Three Special Reports Ready In Domestic Trade

The Chamber's Domestic Trade Department has announced that three important publications are now available to the membership:

- **Miscellaneous Manufacturers List:** especially important at this season of the year since it contains a classified list of manufacturers and wholesalers of gift wares, gift shops, hobby and handicraft supplies, sporting goods wholesalers and sources of variety items.
- **Selling to the GSA:** the result of a Chamber meeting with GSA officials several months ago, containing detailed information on what and how the GSA purchases.
- **Gilroy Report:** contains recommendations for improving trade relationships with that area, based on the Chamber's recent trade development trip there.

TRADE POLICY LAUDED

Typical of world-wide reaction to the Chamber's World Trade Policy Declaration issued earlier this year is a letter received recently from the German-American Economic Society in which a spokesman commented:

"We have studied the 19 points of this Declaration with close attention and special interest. By this Declaration, the San Francisco Chamber has once more shown its initiative and leadership for the establishment of a sound international trade policy and the creation of a healthy world economy."

"We congratulate you on this excellent publication and express our hope that the friendly relations established between you and our Association will be further continued."

Hitting The High Spots

With Walt Brown

MARCHANT CALCULATORS, INC., played host Monday to SF's Consular Corps members, foreign gov't Commercial Representatives & overseas Chamber officials in SF under the SF Chamber's World Trade Dept's program for showing these people the Bay Area's industrial facilities. Marchant provided a tour of its Emeryville ports manufacturing & assembly plants which produce the well-known Marchant rotary calculators. . . . **RICHARD S. BISHOP**, past pres. of the Jr. Chamber and currently a member of the Chamber's Board, has been appointed a member of the San Carlos Planning Commission. . . . **PRODUCTION MANAGEMENT ENGINEERING ASSOCIATES**, SF management consulting firm, has appointed George C. Fleming, Sr., to its staff. . . . **ATLANTIC COAST LINE RAILROAD COMPANY** opened a SF office last wk. at 657 Monadnock Bldg., with C. W. Bolch as gen. agent & R. A. Bollman as commercial agent. . . . **LEWIS M. HOLLAND**, manager of the Chamber's Industrial Department, represented the Chamber at recent ground-breaking ceremonies for the new \$750,000 plant of Personal Products Corp. at Sunnyvale's new Industrial Center. The architects are Word and Bolles and the builders, Hilp and Rhodes. . . . **IRELAN & URI**, accountants and auditors, announced last wk. that henceforth they will be represented in the Philippine Islands by Primo Monolo & Associates of Manila. Irving C. Irelan is an active member of the Chamber's Civic Development and other Committees. . . . **WARD G. WALKUP**, SF transport and warehouse executive, has been appointed by Gov. Goodwin J. Knight to the Board of State Harbor Commissioners, filling the vacancy created last mo. by the resignation of B. J. Feigenbaum after 5 yrs. of service. . . . **THE 47th ANNUAL CHRISTMAS SEAL SALE** of the SF Tuberculosis Ass'n opens next Mon. to continue through the holidays. Placed in the mail this week were letters to the public containing two sheets each of Christmas Seals; citizens are urged to purchase and use these seals to help fight this major health problem.

Committee Meetings

CHEMICAL INDUSTRIES SECTION—November 16, Fairmont Hotel, 12:15 p.m.

Agenda: Discussion of new directory of chemical manufacturers. Progress report on continuing project to bring chemical industries to West. Brief report on Science Fair progress. Taft-Hartley recommendations.

MANUFACTURERS' COMMITTEE—November 18, Fairmont Hotel, 12:15 p.m.

Agenda: Discussion of Chamber's attitude toward government in business. Taft-Hartley recommendations.

RETAIL MERCHANTS ASSOCIATION—November 23, St. Francis Hotel, 12 noon.

World Trade Convention

(Continued from Page 1)

George S. Williams, representing the Robert Dollar Company; George Talmage, Pacific Transport Lines, Inc.; A. A. Young, former Pacific Coast international trader; and Alvin C. Eichholz, Manager of the Chamber's World Trade Department.

Spearhead of the delegation's effort to interest more shippers in facilities and services of the Port of San Francisco will be their distribution of approximately 2,000 copies of a special revised edition of the Chamber's and Board of State Harbor Commissioners' "Crossroads of the World" brochure, originally produced in 1951.

The Board of State Harbor Commissioners has arranged to present to the 2,000 delegates a display of San Francisco port facilities designed to encourage transconti-

SAN FRANCISCO'S LEADERSHIP

San Francisco Progressogram* No. 3



CITY OF THE INIMITABLE

Everyone can point with pride to interesting and unusual facts about his particular city. Here are a few that may surprise you about the "Crossroads of the World:"

- First in population growth per square mile among major cities of the U. S. . . .
- First in nation to have a Civic Opera House and Symphony Concert
- Birthplace of first street cable railroad cars
- Terminus of first Overland Pony Express
- City in which the principle of television was first perfected by Philo T. Farnsworth
- Location of first planetarium projector ever built in the country—at Morrison Planetarium
- Site of nation's first underground garage—Union Square
- City with highest per capita income among largest U. S. cities
- Headquarters of the world's largest bank, based on assets
- Headquarters of the world's largest gas and electricity company, based on assets

- Bridgehead of the world's longest and most expensive bridge (S. F. - Oakland Bay Bridge) and of longest single-span bridge in the world—Golden Gate Bridge
- One of the two world communication centers in the nation
- Birthplace of the Charter of the United Nations
- Site of the signing of the Japanese Peace Treaty
- Nation's coolest major city in the summertime
- Nation's largest nature air-conditioned city
- City with largest Chinese settlement in America
- Site of tunnel with largest bore in the world—through Yerba Buena Island
- Location of largest man-made island in the nation—Treasure Island
- City with longest swimming pool in the world—Fleishacker's
- Location of world's largest and most powerful crane from the standpoint of lifting force—at the S. F. U. S. Naval Shipyard.

*A regular feature . . . Ask the Chamber for reprints.

nental traffic through this port. L. T. Waidell, the Port's Mid-Western Representative in Chicago, will be in charge of this display.

While in the east, Eichholz and Melander will attend a meeting of the National Committee for Import Development. Eichholz will also attend the semi-annual meeting of the National Association of World Trade Secretaries of which he is Western Vice President.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE



J. HOWARD PATRICK (left), of Patrick & Moise-Klinkner Co., was elected 1954 President of the Chamber's Retail Merchants Association at a luncheon meeting this week at the St. Francis Hotel. Patrick is shown above being congratulated by Jerome P. Newbauer (right), of Davis Schonwasser Co., retiring President. Second from left is Harold V. Starr, RMA Managing Director, and next, George S. De Bonis of the City of Paris, Second Vice-President. Carl O. Hagstrom of General Appliance Co. (not shown), was elected the First Vice-President.

Chamber Elects New Board Of Directors

Thirteen new Directors were elected to the Board of the San Francisco Chamber of Commerce this week. The organization's governing body is composed of 31 leading business and industrial executives; 18 members of the 1953 Board will continue to serve through the new year.

The new Board members are:

M. J. Aurelius, Vice President-Sales, Columbia-Geneva Steel Division, United States Steel Co.; Joseph M. Bransten, President, M.J.B. Co.; James E. Holbrook, Vice President, Pabco Products, Inc.; Graham Kislinglebury, Graham Kislinglebury Public Relations; E. W. Littlefield, Vice President, Utah Construction Co.;

Philip L. McClure, Assistant Comptroller, American Trust Co.; J. G. Motheral, Vice President, Batten, Barton, Durstine & Osborn, Inc.; Louis W. Niggeman, Vice President, Fireman's Fund Insurance Company; Laurence H. Odell, Vice President, W. R. Grace & Co.;

John H. Sembower, Assistant to the Vice President, Shell Oil Company; John L. Simpson, Chairman, Finance Committee, Bechtel Corp.; J. F. Sullivan, Jr., President, Crocker First National Bank of San Francisco; and John I. Witter, Partner, Dean Witter & Co.

Election of 1954 officers will be held December 1.

Extension Urged For Philippine Trade Pact

The Chamber has recommended a two-year extension—to July 4, 1956—of the "duty-free" status of Philippine goods entering the United States and reciprocal privileges granted American products shipped to the Philippines.

The Chamber's action was recommended by the World Trade Committee. The Philippine government requested earlier this year that the Philippine Trade Act—the basic agreement between that nation and the United States—be revised by mutual negotiation.

World Traders also asked that the two-year extension be utilized to study and propose legislation to correct present inequities between the two nations as they apply to reciprocal immigration provisions, control of trade, and protection of the rights and privileges of citizens.

Rene A. May, World Trade Committee Chairman, pointed out that the list of commodities affected includes almost all products exported from the Philippines. "The sudden loss of this preferred position—the duty-free status of our goods in their market and of Philippine products here—could conceivably cause serious trade dislocations," he declared.

Chamber Action

Highlights of the Past Two Weeks:

1. Elected new Board of Directors and new Retail Merchants Ass'n officers (P. 1)
2. Continued Traffic Education Program (P. 1)
3. Voted extension of Philippine trade agreements (P. 1)
4. Upheld city's competitive position in rail, truck and freight rates case (P. 1)
5. Through Committeeman award, gained distinction in farming field (P. 3)
6. Compiled special list of sources for Christmas Decorations (P. 4)
7. Saw results of work to obtain highway improvement funds (P. 3)

Rohde Re-Elected To Traffic League Board

Walter A. Rohde, Manager of the Chamber's Transportation Department, was elected to his fifth term as a director of the National Industrial Traffic League at the organization's annual meeting, which he attended, November 17-20 in New Orleans.

The National Industrial Traffic League is the largest shipper organization in the country. More than 600 traffic experts from all parts of the country attended the annual meeting.

citations issued per thousand population. Major reasons cited by Mosias for improvement are: civic pride, adherence to law and order, safety, and better flow of traffic. All citizens were urged to cooperate in the drive.

Traffic Citations Drop From 9-Month Average

Average weekly traffic violations as measured by citations issued dropped more than 2,000 since inauguration of the Chamber's "traffic education program" a fortnight ago, according to figures received Monday from the Police Department.

Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway Section spearheading the campaign to reduce violations, reported the average weekly number of citations issued since November 9 had dropped to 13,389 as against 15,500 from January through October.

An "abnormally low" number was issued during the week of November 9-15—12,513—and last week the total was 14,265. Although this was greater than the first week's, Mosias expressed pleasure that the total was still under the 10-month average. "Let's hope the trend continues in the downward direction," he said.

Bolstered by the Police Department, San Francisco Chapter of the National Safety Council, California State Automobile Association, Judge Lenore Underwood and Police Commissioner J. Warnock Walsh, the Chamber has been attempting to impress on citizens the seriousness of "lawbreaking behind the wheel" and pedestrian violation, and the dire need for cutting down on violations.

At the start of the "campaign," San Francisco ranked highest in the world for

General Business Activity

TEN MONTHS' ACTIVITY ABOVE LAST YEAR

All major activities in the San Francisco Bay Area for the first ten months showed volume above the corresponding period last year. Some activities dipped in October in relation to a year ago, but total employment held within 0.8% of last October's total. Business in San Francisco, after following last year's pattern from June through September, dipped in October to below a year ago in several major groups but, in a few, showed surprising strength.

The fact that October had one less banking day this year than last could be of significance in accounting for part of the drop in financial transactions in San Francisco and throughout the 12th Federal Reserve District with corresponding effect in our index.

The San Francisco Chamber of Commerce Business Activity Index for October at 124.3 was down 6% from last October but the 10-month average of 124.7 was 2% ahead of a year ago.

EMPLOYMENT HOLDS UP WELL

Employment in the metropolitan area during the first 10 months averaged 1,027,040 persons—1.5% above last year. October employment in the metropolitan area stayed close to the September high with 1,034,200 persons at work compared to 1,045,000 in September and 1,042,800 in October last year. Percentage-wise, the change was insignificant, amounting to less than 1%. Owing to the fact that nearly 11,500 people withdrew from the metropolitan area's labor market between September and October, unemployment remained practically the same as in September—27,300 compared to 27,000 a month earlier.

The manufacturing group (the largest) accounted for 219,000 employed persons, according to the State Department of Employment estimates for October, or 1% fewer than last year—primarily due to the change in seasonal pattern in the food processing industry; the service group with 210,300 persons rose 2.2%; retail trade at 170,100 dropped 0.6%; the transportation, communications and utilities group with 115,100 gained 0.3%; wholesale trade with 71,300 was up 0.6%; finance, real estate and insurance with 64,900 rose 0.9%; agriculture with 22,900 was up 5%; construction with 72,000 dropped 5.7%; and government with 86,000 persons was down 8.1%.

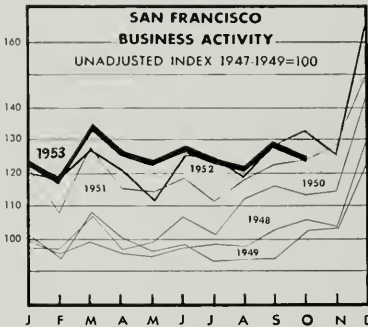
FINANCIAL TRANSACTIONS DIP

October bank debits for the 5 Bay Area cities amounting to \$3.9 billion were 8.1% under October a year ago but the 10 months total of \$39.2 billion was 1.1% above the corresponding period last year. San Francisco Stock Exchange transactions market value was 10.2% below last October but the 10 months total was 2.6% above last year. October commercial failures in San Francisco, reported by Dun & Bradstreet, dropped to one of the lowest levels this year, about one-third below last October. The 10-month cumulative of 122 was slightly above the 120 of a year ago but the liabilities were down 36%.

RETAIL SALES GAIN OVER LAST YEAR

Department store sales for the first 10 months in the San Francisco-Oakland Bay Area were up 1% compared to last year, according to the Federal Reserve Bank of San Francisco. Large San Francisco retail

stores' reports to the U. S. Department of Commerce reveal the 9-month trend was close to that of last year. Here is the score: sales in the food group and furniture and appliances group were the same as last



year; automotive, up 13%; men and boys' apparel, up 2% but the apparel group as a whole, down 1%; and department store sales, up 1%. Taxable sales of retail outlets for the first half of 1953, however, indicated a very much stronger rise than has been portrayed by the department store sample, based on evidence just released by the State Board of Equalization. For ex-

ample, retail outlets' taxable sales in the 9 Counties for the first half of 1953 amounted to \$1,289,000,000 and were 7.5% above the corresponding period last year—while department store and dry goods store taxable retail sales during the same period—\$154.9 million—gained only 1.3%.

TRANSPORTATION TRENDS MIXED

The Port of San Francisco reversed the transportation field in October and chalked up a gain in revenue tonnage of 1.1% with coastwise tonnage up 167.7%; inter-coastal, up 13.7%; and foreign, 4.6% over last October. In contrast, cargo vessel arrivals in the San Francisco Bay were off 6.7% in number and 7.3% in registered tonnage; freight car movements dropped 12%; and truck movements in the San Francisco Area were down 0.7%. The 10-month cumulative in all these fields showed small gains over the corresponding period last year, with cargo vessel arrivals in San Francisco Bay up 4.1%; Port of San Francisco revenue tons coastwise, up 5.8%, intercoastal, up 1.7%, and foreign, up 0.2%; freight car movements, up 0.4%; truck movements, up 0.3%; Bay Bridge vehicle traffic, up 2.9% and Golden Gate Bridge traffic, up 3.2%.

UTILITIES

Reports from the utilities field indicate little change in October compared to last

(Continued on Page 4)

10-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	OCTOBER 1953	% FROM 1952	10 MOS. 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.—100	124.3	-6.0	124.7	2.0
CONSTRUCTION PERMITSTotal Number	832	-2.0	7,311	6.0
Residential, New.....Value	10,490,982	100.0	46,383,412	115.3
Dwelling Units.....Number	873,550	-33.3	12,587,771	-8.5
Single-Family Units, New.....Number	80	-36.5	1,246	-19.2
Non-Residential, New.....Value	46	-39.3	67	-14.4
Addns., Alterations and Repairs.....Value	8,364,450	200.3	21,179,508	57.1
REAL ESTATE—Deeds RecordedNumber	1,252,982	9.0	12,501,133	-3.7
RETAIL DEPARTMENT STORE SALESIndex	1,594	-2.5	13,639	-11.6
FINANCE —Bank Debits.....\$000	110	-6.8	106	-0.9
Postal Receipts.....\$	3,096,742	-3.1	31,149,047	1.9
S. F. Stock Exchange.....Shares Traded	2,955,479	-5.9	23,413,623	-12.5
Market Value \$	1,229,087	-18.7	15,003,767	-4.0
COMMERCIAL FAILURESNumber	14,088,494	-10.2	169,489,646	2.6
INDUSTRY TREND—5 Bay Area CountiesTotal Employed	11	-31.2	122	1.7
Manufacturing.....(Number)	1,034,200(p)	-0.8	1,027,040(p)	1.5
Construction, Contract.....	219,000(p)	-1.0	218,130(p)	2.8
Finance, Ins., Real Estate.....	72,000(p)	-5.7	66,600(p)	1.2
Retail Trade.....	64,900(p)	0.9	64,820(p)	1.8
Wholesale Trade.....	170,100(p)	-0.6	170,890(p)	1.8
Service.....	71,300(p)	0.6	71,570(p)	1.3
Trans., Comm. & Utilities.....	210,300(p)	2.2	205,930(p)	1.0
Agriculture.....	115,100(p)	0.3	116,120(p)	3.6
Govt.—Fed., State, City.....	22,900(p)	5.0	20,320(p)	5.7
Other.....	86,000(p)	-7.3	10,250(p)	-3.9
TRANSPORTATION FRT. CAR MOVEMENTSNumber	2,600(p)	-7.1	2,260(p)	-1.5
S. F. Airport—Planes In and Out.....Number	15,349	-12.0	149,390	0.4
Passengers Off and On.....Number	10,216	3.0	96,270	8.5
Air Mail Loaded & Unloaded.....Lbs.	168,323	1.9	1,633,377	9.8
Air Express Loaded & Unloaded.....Lbs.	2,468,921	2.1	23,686,960	-1.2
Freight Loaded & Unloaded.....Lbs.	549,459	0.4	5,180,991	10.7
Rail Express Shipments.....Number	3,812,988	0.6	32,334,084	0.5
Truck Movements—S. F. Area.....Index	101,854(a)	-19.9	848,844(b)	-22.9
Out-of-State Passenger Car Entries into No. Calif.	150.5	-0.7	140.3	0.3
PORT OF SAN FRANCISCO—Revenue TonsTotal	63,000	1.2	687,687	7.1
Coastwise.....Revenue Tons	501,251	1.1	4,705,764	-1.8
Intercoastal.....Revenue Tons	35,668	167.7	126,031	5.8
Foreign.....Revenue Tons	52,150	13.7	390,142	1.7
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	245,299	4.6	2,260,883	0.2
Millions of Registered Tons.....	433	-6.7	4,282	4.1
UTILITIES—Ind. and Comm. Gas SalesCu. Ft.	2,002,232	-7.3	20,130,594	7.5
Elec. Energy Sales—K.W. hours.....Index	1,057,819,390	-3.8	12,822,242,600	-1.5
Water Consumption—Comm. and Ind.....Cu. Ft.	120	0.0	125	4.2
NEW DEVELOPMENTS—Tourist and SettlerInq. No.	166,401,500	0.1	1,605,169,000	1.2
Bay Bridge Vehicle Crossings.....Number	665	34.9	10,689	19.1
Golden Gate Bridge Vehicle Crossings.....Number	2,814,676	6.6	26,531,381	2.9
FRUITS AND VEGETABLES RECEIPTSCarlots	987,325	6.6	10,068,074	3.2
LIVESTOCK SLAUGHTER (Insp. Dist.)Number	1,957	-11.5	18,634	-1.2
*S. F. CONSUMER PRICE INDEX—All ItemsIndex	196,555	8.0	1,737,341	9.9
	116.9(a)	2.1	116.1(c)	1.8

*New Series (1947-49 Avg.=100) (a) September latest, (b) 9 mos. latest, (c) March, June, Sept., quarterly average.
(p) Preliminary. Basic Data sources not shown due to value limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Highway Commission Allots \$14 Million To Chamber-Recommended 1954 Projects

The State Highway Commission has allocated \$14,130,000 in the 1954-55 budget for San Francisco projects recommended by the Chamber's Traffic and Highway Section last August, according to Section Chairman Leonard S. Mosias.

Allocations included \$2,210,000 to complete the Bayshore Freeway within San Francisco by 1955, and \$5,000,000 to start construction of the Embarcadero Freeway. The latter will ultimately circle the waterfront from the Bay Bridge to Bay Street, Mosias said.

Here are the projects covered by the allocations:

1. Bayshore Freeway, from one-tenth mile south of South City limits to Third Street—one mile, \$850,000.

City's Second Quarter Retail Sales Hold Up

Taxable sales of tangible personal property by San Francisco retail outlets during the second quarter of 1953 amounted to \$224,362,000 — practically identical to first quarter sales, but 1.8 per cent below second quarter sales last year, according to the Chamber's Research Department.

However, second quarter sales of certain store groups in San Francisco were well above those of the corresponding period last year, according to the Chamber study, which was based on the latest report of the State Board of Equalization.

Specialty store sales of \$19,794,000 were up 12.2 per cent; grocery store taxable sales amounting to \$11,645,000 were up 2.8 per cent; packaged liquor store sales of \$6,698,000 were up 9.4 per cent; eating and drinking place sales of \$40,118,000 gained 6.1 per cent; drug store sales of \$7,629,000 gained 1.4 per cent; household and home furnishing store sales of \$13,487,000 gained 1.7 per cent; hardware store sales of \$2,351,000 gained 3.4 per cent; new and used motor vehicle sales amounting to \$4,325,000 were up one per cent; and service station sales of \$8,072,000 climbed 47.1 per cent.

In the major store groups, only general merchandise sales of \$37,944,000 were off 4.8 per cent and building materials yards sales of \$4,147,000 were off 34.7 per cent.

With 27 per cent of the nine-county residential population, San Francisco accounted for 33.7 per cent of the area's total second quarter sales of \$666,311,000.

Finance Chairman For Bay Area Science Fair

Howard G. Vesper, President of California Research Corp., has been elected chairman of the finance committee of the first annual San Francisco Bay Area Science Fair, of which the Chamber is one of several co-sponsors.

H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, said the Fair, to be held next April at the Academy of Sciences in Golden Gate Park, will bring together exhibits from junior high and high school students in the 10 Bay Area counties. The Fair is designed to develop student interest in scientific and technical careers.

2. Bayshore Freeway, two-tenths mile from Fifth Street to Third Street at Har- rison—\$1,360,000.
 3. Embarcadero Freeway, 1.5 miles, from Bay Bridge at Fourth Street to Broadway (portions)—\$5,000,000.
 4. Funston tunnel illumination—\$120,000; and various rights of way on State high- way routes in San Francisco—\$6,800,000.
- The Chamber recommendations to the Commission were the result of an extensive study of San Francisco's traffic and high- way needs. The highway budget, containing an all-time high of \$205,110,000 for major construction purposes, reflects the 1½-cent gas tax hike voted by the legislature last June.

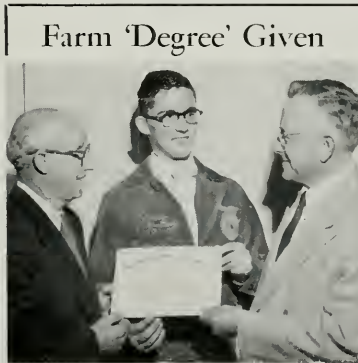
Newbauer Says Course In Selling Worth Repeating

Enthusiastic reception of the retail sales- manship course sponsored by the Chamber's Retail Merchants Association in cooperation with the San Francisco Unified school district justifies future repetition of the course, Jerome P. Newbauer, RMA pres- ident, declared this week.

Approximately 200 persons attended each of the three sessions held at Mission high school. Because of the success of the pro- gram, consideration will be given to expand- ing and repeating the course at a later date, Newbauer said.

Speakers at the three sessions were: Richard M. Oddie, director, Small Business Advisory Service, Bank of America N. T. & S. A.; O. D. Fuller, manager, J. J. New- berry Co., Mission District; and Robert G. Wilhelm, store manager, The Emporium, Stonestown.

Reginald Y. Alexander, Specialist in Sales Training, San Francisco Public Schools, was the instructor.



ALYSON E. SMITH (left), member of the San Francisco Chamber of Commerce's Agricultural Committee and publisher of the Pacific Stockman, was presented recently with an "Honorary Degree of State Farmer" by Mel Berry, Eureka, secretary of the California Association, Future Farmers of America. Smith received the honor in recognition of his contributions to the rural youth organization. The "degree" was presented at a meeting of the Chamber's Agricultural Committee at the Fairmont Hotel, at which Thor W. Christensen (right), vice-chairman, presided.

San Francisco Industry Doubles 1952 Record For First Nine Months

Proof that manufacturers are well beyond the stage of "thinking" about San Francisco as factory locations and are actively establishing facilities to take full advantage of this city's rich present and potential market was emphasized this week in a Chamber report which shows industrial invest- ments for the first nine months of 1953 have more than doubled those of the 1952 period.

Twenty-four thousand dollars worth of commitments during the month of Sep- tember brought the nine-month total for San Francisco to \$15,433,650 and created 609 new jobs. Last year the total through Sep- tember was less than \$7,000,000.

Yet, according to Industrial Department figures, the nine-month investment total was secured through 21 fewer projects than last year, denoting that the individual pro- jects are more substantial than those of the past year.

In the 12-county Bay Region, one new plant and 17 expansions of existing facilities brought \$4,128,000 in commitments for September; and in the 48-county Northern California, \$6,128,000.

These September totals produced the following cumulative figures for nine months:

San Francisco		
6 New Plants	\$ 1,082,000	83 Jobs
47 Expansions	14,351,650	526 Jobs
53 Projects	\$ 15,433,650	609 Jobs
Bay Region (12 Counties)		
79 New Plants	\$123,327,400	
255 Expansions	89,915,284	
334 Projects	\$213,242,684	
Northern California (48 Counties)		
92 New Plants	\$125,007,400	
289 Expansions	98,974,111	
381 Projects	\$223,981,511	

Chamber Will Argue In I.C.C. Rail Rates Case

The Chamber's Transportation Depart- ment will file briefs and argue before the Interstate Commerce Commission in a case involving rail rates between San Francisco and the Pacific Northwest, which the Cham- ber claims are unreasonable and prejudicial in relation to the Los Angeles rates.

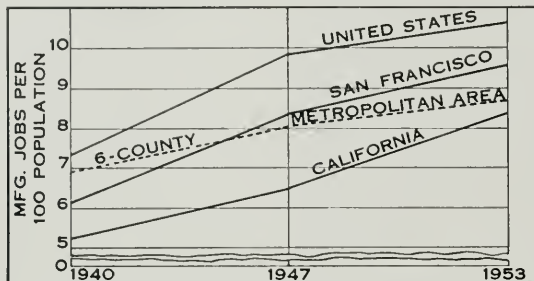
The rail rates, now under investigation by the I.C.C. on protest of the common carrier truck lines, were substantially reduced in an effort to recover and retain certain high class traffic which had been, or threatened to be, diverted to forwarders using motor carriers at contract rates.

The rate differential between Los An- ges-Portland and San Francisco-Portland was reduced from 47.15 cents to 24 cents as the result of greater reductions in the rates from Los Angeles than those from San Francisco.

Maintenance of a proper relationship between the rates from the Los Angeles area and the Bay Area is exceedingly important, and affects not only the Bay Area's ability to attract new industries in competition with the Los Angeles area, but may seriously affect its existing industries, accord- ing to the Chamber.

BASIC JOB TREND FAVORABLE

San Francisco Chambergraph* - - - - - No. 2



FACTORY EMPLOYMENT INCREASING

Although San Francisco's economy is highly diversified, much of it is dependent on the production of new wealth. In a highly urbanized area, this occurs mainly through manufacturing. If there is enough manufacturing employment, particularly to provide jobs for a rapidly growing population, the retail, wholesale and service trades are prosperous.

The chart above shows that trends with respect to San Francisco are encouraging. Two interpretations are most significant:

- (1) manufacturing jobs are increasing faster than population; and
- (2) with population continuing to increase in San Francisco, manufacturing jobs per 100 population in the City can still increase without even reaching the national level.

Here are the data:

Periods	San Francisco	6 County Met. Area	California	United States
1940				
Population (Apr. 1, U. S. Census).....	634,536	1,461,804	6,907,387	131,669,278
Manufacturing Employment (1939 U. S. Census).....	38,365	101,103	357,098	9,622,923
Mfg. Emp. per 100 Pop.....	6.04	6.92	5.17	7.31
1947				
Population estimate (July 1).....	736,631 ²	2,026,554 ²	10,194,000 ³	143,375,000 ³
Manufacturing Employment (1947 U. S. Census).....	61,574	163,641	663,872	14,294,304
Mfg. Emp. per 100 Pop.....	8.36	8.07	6.51	9.97
1953				
Population (estimate July 1).....	799,700 ⁴	2,450,050 ⁴	12,075,000 ⁵	159,696,000 ⁶
Manufacturing Emp. (June).....	76,500 ⁷	217,200 ⁷	1,023,700 ⁷	17,155,000 ⁸
Mfg. Emp. per 100 Pop.....	9.57	8.87	8.48	10.74
% Increase, Mfg. Jobs, '40-'53.....	58.4	28.2	64.0	46.9
% Increase, Pop., '40-'53.....	26.0	67.6	74.8	21.3

¹Includes all employees. ²Interpolated back from Apr. 1, 1950 to 1940-1950 average monthly rate.

³U. S. Census July 1 estimate. ⁴San Francisco Chamber of Commerce estimate.

⁵Department of Finance, State of California. ⁶"Current Survey of Business"—U. S. Dept. of Commerce.

⁷Department of Employment estimates, State of California.

*A regular feature . . . Ask the Chamber for reprints.

Hitting The High Spots

With Walt Brown

CHAMBER DIRECTOR J. HOWARD PATRICK, pres. of the SF Sales Executives' Ass'n, presided at the recent Western Regional Sales Management Conference at the F'mont; theme of the meet: "It Will Take More In '54." Joseph M. O'Donohue, Mgr. of the Chamber's Membership Relations Dept., was elected to the Association's Board. . . . KRON-TV quietly observed its fourth birthday Nov. 15; in 4 yrs. the station's time on the air has grown from 20 hrs. a week to 105 hrs. . . . "BETHLEHEM PACIFIC STEEL in the Bay Area" is the title of a handsome new booklet published by Bethlehem Pacific in which the story of its steelmaking and fabricating facilities in this area is told in full color. . . . SPEEDWRITING, the "a-b-c shorthand" school, recently opened downtown classrooms at 821 Market, Rm. 564, making enrollments and classes easy for business-district persons. . . . MILTON W. MELANDER (World Trade Ass'n Pres.); W. J. Gilstrap, Eric Hallbeck and Alvin C. Eichholz will report at an Ass'n meeting Dec. 2, on the recent Nat'l Foreign Trade Convention they attended in N. Y. . . . HILTON LITE CORP. announces an innovation in its cigarette lighter: a "fluid eye" which tells you when a refill is needed. . . . "FIRST UTILIZATION of a railroad tunnel in the U. S. for underground storage of irreplaceable records" is the description Jules Charbonneau affixes to his Western States Atomic Vaults, Inc. enterprise in Santa Cruz Co. . . . W. G. PEOPLES has been appointed vice-president, system freight traffic, Southern Pacific Co., effective Jan. 1, 1954, succeeding W. W. Hale. George L. Buland, vice-pres. & Gen. Counsel for Southern Pacific, has been elected to the company's board of directors.

Business Activity

(Continued from Page 2)

October, but slight gains for the 10-month period amounting to 4.2% in power sales and 1.2% in commercial and industrial water consumption.

SAN FRANCISCO CONSUMER PRICES

The Consumer Price Index (1947-49 average=100) in San Francisco for All Items, 116.9 for September reported by the U. S. Department of Labor—was 0.7% above June and 2.1% above September last year; the March-June-September quarterly average of 116.1 was up 1.8% over a year ago.

WHAT'S GOING ON

In Committee Meetings

WORLD TRADE ASSOCIATION—December 2, Panchelli's, 12 noon.

Agenda: Report on national foreign trade convention.

SPECIAL PROJECTS COMMITTEE—December 4, Commercial Club, 12 noon.

Agenda: Discussion of atmospheric pollution and technical library facilities.

ARMED FORCES SECTION—December 7, Presidio, 12 noon.

Agenda: Discussion of section program for 1954.

PRODUCE MARKET SECTION—December 8, Room 200, Chamber, 10:30-12 noon.

Agenda: Discussion of possible new produce terminal.

AGRICULTURAL COMMITTEE—December 8, Fairmont Hotel, 12 noon.

Agenda: Discussion of plans for Agricultural-Business Conference of 1954.

TRAFFIC AND HIGHWAY SECTION—December 9, Room 200, Chamber, 10:30-12 noon.

Agenda: Discussion of 1954 work program.

PUBLIC HEALTH SECTION—December 10, Drake Wiltshire Hotel, 12 noon.

Agenda: Discussion of plans for hobby show for older people and January luncheon for Dr. Edward J. McCormick, President, American Medical Association.

CHRISTMAS DECORATION SOURCES

A list of Christmas tree and decoration sources is now available in the Chamber's Domestic Trade Department—EXbrook 2-4511, Ext. 56. The list includes information on obtaining licenses, Christmas tree organizations, dealers in trees, decorating materials, accessories, ornaments, paints, and packages of glaze and candied fruits.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Starts Drive To Maintain Airport's Competitive Position

Aggressive action to improve the competitive position of the San Francisco International Airport has been authorized by the Chamber Board of Directors at the request of the Aviation Section.

In view of recent overtures by Los Angeles to certain international air carriers, a special Chamber Committee will cooperate with the Public Utilities Commission and other officials in a program to point out the advantages of San Francisco's airport.

Two of these, according to Clay Bernard, Aviation Section Chairman, are:

(1) It is the most modern centrally located airport on the entire western slope of the United States, representing a capital investment in excess of 50 million dollars; and (2) it is the only major metropolitan airport possessing a new 10-million-dollar terminal building capable of properly accommodating both international and domestic air commerce.

Bernard pointed out that his Section is particularly concerned with the Japan Air Lines, Philippine Airlines and Scandinavian Airlines System, all of which have been recently approached by Los Angeles. In addition, British Commonwealth Pacific Airlines, Pan American Airways, and, periodically, Canadian Pacific Airlines use the San Francisco International Airport as a terminal, he said.

Local Officials Report on World Trade Council Meet

Highlights of the recent National Foreign Trade Council convention in New York City were reported to more than 80 members of the Chamber's World Trade Association at a luncheon meeting last week.

Speakers and their subjects were: W. J. Gilstrap, vice president, Wells Fargo Bank & Union Trust Co., "International Finance;" Eric Hallebeck, vice president, Bank of America N. T. & S. A., "International Investments and Taxes;" Milton W. Melander, export manager, Stauffer Chemical Co., "Current Trade Problems;" and Alvin C. Eichholz, secretary, World Trade Association, "General Policy."

Gilstrap, who served as chairman of the panel on international finance, reported that the main topics were convertibility, sterling, Brazil and German competition. Gilstrap related his belief that Brazilian finances are being managed competently, but said that prospects of trade with Brazil are not too good due to their tight controls over dollar income.

While American foreign investments, Hallebeck reported, have about doubled in recent

(Continued on Page 4, Column 1)

1954 OFFICERS ELECTED

Jesse W. Tapp, New Chamber President, Sees Vital Work, Year of Progress Ahead

Jesse W. Tapp, Executive Vice President, Bank of America N. T. & S. A., was elected 1954 President of the San Francisco Chamber of Commerce by the organization's recently-named 1954 Board of Directors which convened Tuesday, December 1, at the Fairmont Hotel. Mr. Tapp, who has served as a Director of the Chamber for two years and as Chairman of the organization's

Agricultural Committee, will take office January 1. He will succeed J. W. Mailliard, III, Vice President of Mailliard & Schmiedell.

Other Officers

Named also at the annual election meeting of the Board were:

Charles S. Hobbs, President, Hale Bros. Stores and Vice President, Broadway-Hale Stores, Inc. — First Vice President;

James E. O'Brien, Attorney, Pillsbury, Madson & Sutro — Second Vice President;

John B. Watson, President, Goodyear Rubber Company — Third Vice President;

G. L. Fox, General Manager, San Francisco Chamber of Commerce — Fourth Vice President and General Manager (re-elected);

Marco F. Hellman, Senior Partner, J. Barth & Company — Treasurer;

Philip L. McClure, Assistant Controller, American Trust Company — Assistant Treasurer;

Marie A. Hogan, Secretary, San Francisco Chamber of Commerce — Secretary (re-elected).

In accepting the 1954 Chamber Presidency, Mr. Tapp said:

"I am looking forward to working with the outstanding men elected to the Chamber's Board of Directors and with the Chamber's membership during the coming year on a number of projects vital to the present and future of San Francisco.

"This is a city of tremendous progress and great opportunity. It is also a city with its share of problems and tasks — I would be the last to deny this. Our great growth of recent

(Continued on Page 4, Column 1)



JESSE W. TAPP

New Leader Is Expert In Agriculture Field

Nationally recognized as an expert in agricultural economics, Jesse W. Tapp, Executive Vice President of the Bank of America, is also a member of the institution's managing committee and of the advisory council of its board of directors. In addition, he is a member of the general finance committee, and of the subcommittees on loans and on investments. He maintains his office at the bank's headquarters in San Francisco.

Prior to his affiliation with the Bank of America in 1939, he was engaged in research and administrative work in the field of agricultural economics, and was associate administrator of the Agricultural Adjustment Administration, president of the Federal Surplus Commodities Corporation, a director of the Commodity Credit Corporation and a director of the Federal Crop Insurance Corporation.

He has done graduate work in economics at Harvard and the University of Wisconsin, and is a graduate of the College of Agriculture of the University of Kentucky. He is a native of Kentucky, and since coming to California has been active in the economics and agricultural sections of the Commonwealth Club of San Francisco, and a member of the Agricultural Committees of the California

(Continued on Page 4, Column 1)

Chamber Action

Highlights of the Past Two Weeks:

1. Elected 1954 Officers (P. 1)
2. Began fight for airport position (P. 1)
3. Continued traffic education program (P. 2)
4. Reported on Marysville trade trip (P. 2)
5. Attended meeting in interest of increased Bay Area shipyard work (P. 4)
6. Began dedication plans for coming completion of airport building (P. 2)
7. Reported on world trade convention (P. 1)
8. Gave vote of confidence to Ezra Benson (P. 3)

Need for Driving Improvement Cited To Reduce Violations

Average weekly traffic violations in San Francisco as measured by citations issued continue to be well under the rate for the first ten months of 1953, Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway Section, reported this week.

But, he said, citations are still being issued in "large numbers" in both the moving and non-moving fields and there is still a strong need for cooperation by the public toward correcting driving and pedestrian habits.

The Chamber is in the fourth week of a "traffic education" program designed to cut down on illegal driving and walking and take San Francisco down from its dubious pedestal of having the largest number of citations issued per thousand population of any city in the world.

The program, cooperated in by the Police Department, Traffic Court, Safety Council, and others, has consisted chiefly of publicizing driving errors and releasing through newspapers and radio a weekly "box-score" of citations.

Range Film Does Job in Urban-Rural Relations

Five copies of the sound and color motion picture "Hills of Grass" are now in constant circulation throughout the State and are proving exceedingly effective in strengthening the San Francisco Chamber's relationships with agriculture.

Thus reported Thor Christensen, Vice Chairman of the Chamber's Agricultural Committee and Chairman of the Range Reclamation Section, last week.

The Agricultural Committee cooperated with the University of California in production of the film recently. W. P. Wing, secretary of the California Wool Growers' Association, reported the Chamber has been repeatedly praised by members of his organization for the effort and end result.

Airport Fete Planned

Appropriate dedication ceremonies for the new ten-million dollar terminal building at the San Francisco International Airport, scheduled for completion by next summer, are being studied by the Chamber's Aviation Section headed by Clay Bernard in cooperation with the Junior Chamber of Commerce and the Public Utilities Commission. Plans will be announced soon.

Chamber Inter-City Group Reports on Marysville Trade Visit

Recommendations for furthering San Francisco's relationships with Marysville are contained in a report on a trade development trip to the area by members of the Chamber's Inter-City Section. The report is now available to the membership at the Chamber's Domestic Trade Department, according to John E. Jones, executive vice-president of the Harry W. Brintnall Co., Trip Chairman.

While Marysville businessmen cited as an inconvenience the lack of available hotel rooms in the first class price range and expressed concern over San Francisco's parking problems, they stated San Francisco prices are competitive and transportation is "prompt and dependable."

Many of the Marysville merchants, Jones reports, feel some form of consolidated shipping should be available so that a merchant can make one payment for a full load of merchandise rather than minimum weight payments for many small shipments.

San Francisco, Jones said, can create goodwill with the Marysville people through: (1) cooperation in the study of future highway developments; (2) promotion of Route 232 between Marysville and Sacramento; (3) distribution of recreational and tourist literature; (4) support of bond issues for water development projects, and (5) consideration of the economic importance of Beale Air Force Base to Marysville.

The trade trip was one of a series made throughout the year to various key cities in San Francisco's trading area for the purpose of increasing this city's wholesale trade with outlying areas.

For copies of the report, call EXbrook 2-4511, Local 76.

BUSINESS-EDUCATION DAY GETS BIG HAND

Letters and other communications received from hundreds of Business-Education Day sponsors and teachers since this year's event, November 6, indicate a high degree of satisfaction with the program and a hope that it will continue, according to "B-E" Day Chairman Ross Buell.

He said it was the general feeling that this year's event—fourth annual of its kind sponsored by the Chamber in cooperation with the Board of Education—was the "most successful ever." More than 3400 teachers visited a total of 230 San Francisco business firms and plants.

Participating firms are overwhelmingly in favor of continuing the B-E Day programs and indicated that they plan to participate in future events, Buell said. "The teachers were

enthusiastic and interested," one firm reported, while another said:

"We hope the teachers benefited as much as we did."

The firms also indicated they are in favor of continuing the Education-Business Day held each Spring when the representatives of business visit the schools to become acquainted with their operations and problems. Practically all of the business firms indicated they plan to have representatives participate in the next visit to the schools.

The programs have done much to improve the relationships between the schools and business over the years, Buell said, and one firm reported this year that they were "greatly impressed by the type of teachers in San Francisco schools."



RUSSELL G. SMITH (standing) executive vice president, Bank of America N. T. & S. A., hosted teachers on "B-E" Day. Here he is shown with (left to right) John Schneider and Frank Gerard of State College and Miss Olympia O'Hara, principal of Sutro and George Peabody Schools.



SPANISH TEACHERS Lorraine Ungoretti (left) and Victorine Alibertini, guests of General Electric Company on "B-E" Day, use the company's non-commercial short wave station KGEI to broadcast information on the day's event. General Electric maintains the station as a public service.

Blame Cotton Export Loss on State Tax

The California personal property tax levied in March of each year has discouraged construction of cotton warehousing facilities and California ports are losing a substantial part of their potential exports, A. V. Mattingly, traffic representative for the Port of San Francisco, told a Senate Subcommittee on Cotton Taxation in Fresno November 30.

Representing the Chamber and the Board of State Harbor Commissioners, Mattingly said public warehousemen can see no inducement to build cotton facilities. Cotton owners remove their inventory from California storage at tax time, leaving the cotton warehouses empty between March and October.

Each year, more California cotton is finding its way into storage facilities at Gulf Port Warehouses from where it is re-exported, he declared. Out of a total cotton crop of 1,818,000 bales in 1952, some 1,274,000 bales were shipped out of California by rail and 303,000 bales were sent by rail directly to the Gulf.

A revision of the method of taxing cotton was suggested by Mattingly in order to make possible a 12-month storage program. He said surveys indicate a potential export of one million bales of San Joaquin valley cotton through the San Francisco port if adequate storage is made available and the method of taxation is changed to permit full time usage of the facilities.

Welcome...

New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization. These San Franciscans have added their names to the long list of progressive business people who are working together, with their Chamber of Commerce, to achieve greater individual growth through community strength and prosperity.

A.B.C. LETTER SHOP
Letter Service 84 - 9th Street

ALLSTATE INSURANCE CO.
Insurance
321 Middlefield Road
Menlo Park, California

AMERICAN DENTAL MANUFACTURING & SUPPLY CO.
Dental Supplies 830 Market Street

ANZA REALTY
Real Estate 508 Balboa Street

ASSOCIATED CONSTRUCTION & ENGINEERING CO.
General Contractors 2903 Geneva Avenue

WELTON BECKETT & ASSOCIATES
Architects 173 Maiden Lane

GERALD T. CASEY
Grain Importer 544 Market Street

CERTIFIED CHROME FURN. MFG. CO., INC.
Mfrs. Chrome Furniture 1355 Market Street

CORPORATION COUNSELING SERVICE
Unemployment Tax Consultants
3871 Piedmont Avenue
Oakland, California

NIOMA DAY AGENCY
Employment Agency 690 Market Street

DILLON TILE SUPPLY CO.
Ceramic Tile 252 - 12th Street

DUSWALD PRODUCTS COMPANY
Import-Export 126 Post Street

ELDER & COMPANY
Material Handling Equipment
390 - 7th Street

F. A. CAMPINI, dba EXPORT PACKING CO.
Export Packing 830 - 7th Street



NEW AIR SERVICE—The "City of Tokyo," flagship of the Japan Air Lines luxury fleet, arrived in San Francisco from Japan last week preparatory to inauguration of twice-weekly service between San Francisco and Tokyo by Japan Air Lines in early February. Shown above is Yoshito Kojima (right), vice president of the line, indicating to Chamber President J. W. Mailliard, III the route of the new Douglas DC-6B aircraft. In the welcoming party at the airport last week were G. L. Fox, Chamber General Manager, and Yasusuke Katsuna, Japanese Consul General.

Chamber Lauds Benson's Agricultural Program

An expression of confidence in the soundness of Secretary of Agriculture Ezra T. Benson's approach to the nation's agricultural problems was voted by the Chamber's Board of Directors last week at the request of the Agricultural Committee.

As a result, Benson and other appropriate government officials have been advised that the Chamber is "generally in accord with Secretary Benson's efforts to encourage greater individual freedom for the farmer, encourage trade, promote agricultural efficiency through research and education, prevent the freezing of farm production in uneconomic patterns, and enable American farmers to compete on the world market."

The Board commended "the courage whereby Secretary Benson has refused to resort to patch-work, short-range expediences in his efforts to realize, through democratic processes, his long-range goal of stability of farm prices and incomes achieved by production geared to the demand of expanding markets."

'Look' Magazine Salutes S.F. Police Department

Success of the San Francisco Police Department in combatting crime is graphically told in a five-page picture-article in the December 15 issue of LOOK Magazine, according to Chamber General Manager G. L. Fox.

He said the feature, which shows foot patrolmen as well as the famed "flying squad" in action, was made possible through the Chamber's Publicity Department which secured the interview between LOOK writer Dan Fowler and Police Chief Michael Gaffey.

"San Francisco's citizens are getting better police protection all the time," according to the magazine.

Hitting The High Spots

With Walt Brown

13,494 TRAFFIC CITATIONS were issued last wk. in SF. 11,630 were for non-moving violations, 1,698 for moving; 107 were pedestrian violations, 36 juvenile and 23 serious enough for bookings. The total is still under the average weekly number through October, which was 15,500—but SF's still have a long way to go before they're legal and careful drivers! . . . **G. L. FOX**, Chamber General Manager was principal speaker at the installation of officers of the Watsonville Chamber of Commerce earlier this month. L. L. Jones, Watsonville superintendent of schools, was installed as President and John W. Sheffield as Manager . . . **MORE THAN 250,000** visitors from all parts of the country are expected to attend 14 market showings scheduled in SF during the winter and spring of 1954, the Domestic Trade and World Trade Depts. reported last wk. A full listing of the shows with estimated exhibitors is available at the Chamber . . . **ONE OF THE MOST USEFUL** and effective maps of the Bay Area's part facilities produced in many a year has been provided by the Marine Exchange. Presenting an aerial view of the entire area including Sacramento and Stockton, the map identifies all parts and even piers by number. An index further identifies facilities by owners and users. Here's something that will certainly receive large usage! . . . **THE CHICAGO SHIPPER** has established a new office in SF—at 420 Market St. . . . **ATMOSPHERIC POLLUTION** and technical library facilities are two subjects to be discussed today at a meeting of the Chamber's Special Projects Committee in the Commercial Club . . . **P.G. & E.** has made available, free of charge, a new series of film slides in color, with recorded narration, as material for garden clubs, service clubs and others . . . **LOUIS ROSENTHAL AGENCY** announces removal of its offices to 256 Montgomery St., 3rd floor . . . **792,000 TELEVISION SETS** are now in the Bay Area, according to the SF Television Stations Committee headed by Philip G. Lasky of KPX, Charles Theriot of KRON-TV and Vincent Francis of KGO-TV.



VISIT TO MARCHANT—Another in the Chamber's series of visits to Bay Area industry for San Francisco Consular Corps members, foreign government representatives and overseas Chamber officials in this city, took place recently when a group visited Marchant Calculators Inc., in Emeryville. Plant officials provided an excellent tour of facilities. Here part of the group is shown examining an Acme-Gridley multiple-spindle screw machine.



RELIEF MAP QUESTION SETTLED—Port Manager Robert H. Wylie (left) and Chief Administrative Officer Thomas A. Brooks (signing) concluded an agreement this week whereby the much-discussed giant relief map of California will remain in the Ferry Building for "up to five years" while the City, which takes over ownership, develops a permanent site for the "world's largest" relief model. Observing the signing ceremonies which took place in City Hall is Chamber General Manager G. L. Fox (center) who on behalf of the Chamber was instrumental in bringing about the agreement between the Board of State Harbor Commissioners and the City.

1954 Officers Elected; Tapp Named President

(Continued from Page 1)

years has brought added headaches as well as blessings.

"But this city has never been known to hide its face from challenge. We've done all right up to now, and I feel that the years ahead will give new emphasis to the old saying that San Franciscans 'know how' — know how to keep abreast of their own swift progress.

"For the year 1954 I hope the Chamber's Directors and I will have the satisfaction of contributing in some part to further advances.

"We have not only a Board membership of outstanding calibre, but Staff organization and Committee organization geared to do important jobs for San Francisco. The outgoing officers have tackled many of these jobs, and it will be our lot to carry on this good work as well as to initiate new projects for the benefit of San Francisco."

Officials Report on World Trade Meeting

(Continued from Page 1)

years, the total is still small compared to the capacity of U.S. corporations for investment. Government programs to encourage foreign investment have not been too successful, and there are indications that further concessions may have to be made.

Forecasts of activity for the coming year, according to Melander, indicate that imports in 1954 will fall five per cent below this year, and exports will decline five to eight per cent.

Eichholz reported there was every indication of increasing competition from other free nations of the world for export markets, particularly in South America, which U.S. exporters have long considered their own. Germany and England are making particularly strong bids for these markets, he said.

New Chamber President

(Continued from Page 1)

State Chamber of Commerce and of the San Francisco Chamber.

From August 1943 to April 1945, Mr. Tapp served as president of the Axton-Fisher Tobacco Company of Louisville, Kentucky. Upon liquidation of the firm, Mr. Tapp returned April 1, 1945, to his vice presidential duties with the Bank of America. He was appointed executive vice president of the Bank of America in September of 1951.

In December 1952, he was appointed by President Eisenhower as a member of the 14-man Interim Advisory Committee on Agricultural Policy and in August 1953, as a member of the permanent 18-man committee to advise on agricultural policy. He is also a member of the 17-man Commission on Foreign Economic Policy appointed by President Eisenhower in August 1953.

He was recently appointed to the Credit Policy Commission of the American Bankers Association.

FREEWAYS AID CITY'S GROWTH

San Francisco Progressogram* - - - - - No. 4



LINK COMPLETED; WORK CONTINUES

The latest link in a coordinated system of modern freeways that will eventually connect all portions of San Francisco is a two-mile section of the Bayshore Freeway, pictured above, which was opened to traffic October 1 with ceremonies sponsored by the S.F. Chamber.

Recognizing that this rapidly growing financial and trading center of the West, bounded on three sides by water, must have a modern freeway and traffic system in order to serve the expanding economy, the Chamber's Traffic and Highway Section has cooperated with public agencies on a complete city-wide traffic-ways plan.

The program, long-range in planning and execution, has been pushed for several years at annual meetings

with members of the State Highway Commission at Sacramento. San Francisco's needs, along with the Chamber's recommendations for project allocations for the coming year, have been presented at these meetings.

As a result, San Francisco's allocations in state highway budgets have increased substantially during the past several years. A total of \$14,130,000 was allocated in the 1954-55 State Highway Commission budget for San Francisco projects.

Funds are now allocated to complete the Bayshore Freeway within San Francisco by 1955, and to start construction of the Embarcadero Freeway which will ultimately circle the waterfront from the Bay Bridge to Bay street.

*A regular feature . . . Ask the Chamber for reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Shipbuilding Meet Today

The Chamber's Shipbuilding Committee, headed by W. P. Fuller, III, will meet today with representatives of the Oakland Chamber and Bay Area Congressmen to coordinate activities on behalf of Bay Area shipyard construction, repair and conversion projects.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Ass't Editor

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HIGH-LEVEL ACTIVITY AHEAD:

Tapp Says 1954 Will Be Good Business Year; Cites Important Population Gains

The business outlook for 1954 in San Francisco, the Bay Region and Northern California is one of high level activity for business, industry, agriculture and foreign trade in order to meet the demands of a rapidly growing population, according to Jesse W. Tapp, President-Elect of the San Francisco Chamber of Commerce.

List of 144 Chamber Publications Available

A list of the 144 publications of the San Francisco Chamber has been compiled and is available to members and the general public, it was announced this week by Chamber General Manager G. L. Fox. Publication titles and the Chamber Departments through which they are available are named in the list.

The publications are indexed under the following general headings: Agriculture, Business conditions, Business lists and directories, Economic information, Employment, Government, Highways and Freeways, Housing, Legislative, Manufacturing and Industry, Population, Port of San Francisco, Retail Trade, San Francisco, San Francisco Chamber of Commerce, Tax, Tourist and Travel, Trade Reports, Transportation and World Trade.

With a few exceptions, the pieces listed are available free to members or anyone who indicates a legitimate need for them. A service charge may be made for handling exceptional requests for large collections of publications or quantity lots of a given publication.

The list may be obtained by writing or calling the Chamber's Administrative Department, EXbrook 2-4511, Local 16.

Chamber Will Sponsor Hobby Program for Aged

Rodney R. Beard, M.D., Chairman of the Chamber's Public Health Section, announced this week that the Chamber will co-sponsor a "Senior Citizens' Hobby Show" at The Emporium May 8-17 as a part of the Section's program to aid in stimulating interest in the development of hobbies by persons approaching retirement age.

The Chamber's Subcommittee on Health Problems of the Aged has pointed out that business and industrial firms are finding it "increasingly desirable to concern themselves with the matter of preparing older employees for retirement, which often presents difficult adjustment problems to the individual." Lack of hobby interests frequently impairs the mental and even the physical health of the retired person, the Subcommittee declared.

Tapp, who takes office January 1, noted that in all probability the final accountings for 1953 will show this region has experienced one of the best business years in history.

"Independent studies of Northern California trends indicate next year's activities will be close to the levels of this year in most fields with the economy geared to meet the needs of the 14,000 new residents expected in Northern California each month during 1954," he said.

The Bay Region population is presently about 3,700,000 and the total for Northern California is more than 5,300,000. "Next year at this time, in all likelihood, the Bay Region will have an additional 120,000 residents and Northern California will have some 170,000 more residents," the 1954 Chamber President predicted.

"Consumers are the keystone of our economy," he observed, "and these newcomers are going to need a lot of attention — which means more business. A total of about 3,170 new operating businesses will be necessary to meet the needs, based on national 'per capita' figures, of these 120,000 newcomers to the Bay Region."

Of the 3,170 new operating businesses needed, contract construction will account for about 285, manufacturing 242, service 683, retail 1,350, wholesale 163 and all others 489. Retail stores break down to 387 food stores, 66 automotive group, 145 gasoline service stations, 88 apparel, 43 drug stores, 77 lumber and building material, 63 furniture and home furnishings and 504 miscellaneous and specialty stores.

The newcomers to the Bay Region alone will create the need for 33,854 new homes, (Continued on Page 4, Column 2)

Chamber Action

Highlights of the Past Two Weeks:

1. Compiled special list showing 144 Chamber publications available (P. 1)
2. Protested railroad rate differential adverse to San Francisco (P. 1)
3. Undertook program to aid aged (P. 1)
4. Urged complete study of water resources problem (P. 3)
5. Concluded Traffic Education plan (P. 3)
6. Compiled Industrial Development and Business Activity reports (Pages 1, 2)
7. Urged ban on Philippine import tax (P. 1)

Industrial Expansion Zooms Toward Record Heights in City, Area

Industrial growth in San Francisco as measured by cash commitments through November of 1953 approaches an all-time high, practically reaching in 11 months the \$17,381,000 mark for the city's record year of 1945.

Such was the report released this week by the Chamber's Industrial Department which cited \$1,592,000 as having been committed to manufacturing in San Francisco during October and November.

This brought the 11-month total to \$17,026,150 with the creation of 635 new jobs, according to the survey.

The Bay Region topped the regional record year of 1952 — and did it by more than \$66 million. In October and November, 60 different projects accounted for \$37,720,500, bringing the 11-month total to almost \$251 million.

Thus, with still a month to go, the Chamber's prediction earlier this year of "better than \$240 million" for the Bay Region has been surpassed.

In northern California as a whole, a total of 69 new projects amounting to \$38,490,500 put the 48 counties \$57½ million ahead of 1952.

"These eleven-month totals and comparisons should serve to arouse Chamber members (Continued on Page 4, Column 1)

Freight Rate Situation Protested by Chamber

The San Francisco Chamber has filed a brief with the Interstate Commerce Commission protesting greater reductions by the railroads in the so-called all-freight rates from the Los Angeles area to the Pacific Northwest from the San Francisco Bay Area.

The all-freight rates are used principally by freight forwarders, mail order houses and a few shippers who consolidate numerous small shipments into carloads.

Gerald H. Trautman, Chairman of the Chamber's Transportation committee, said his organization's brief holds that the all-freight rates from the San Francisco area are unreasonable in relation to those from the Los Angeles area; that the rates deprive the San Francisco area of the benefit of its geographical location and advantage, and that they impair this area's ability to attract industry and develop its markets in the Pacific Northwest.

MERRY CHRISTMAS AND A HAPPY NEW YEAR!

General Business Activity

NOVEMBER AND 11 MONTHS ARE BOTH ABOVE LAST YEAR

November general business activity in San Francisco and the Bay Area rebounded from the October dip to rise above the November level last year and to help insure that 1953's cumulative activity will compare favorably with the Area's all-time high. The San Francisco Chamber of Commerce business activity index for November at 132.2 represents a new November high and was 7.2% above October and 5.3% above November last year. The 11-month average of 125.4 represents an increase of 2.3% over the corresponding period a year ago.

EMPLOYMENT 11-MONTH AVERAGE LEADS LAST YEAR

Employment in the San Francisco-Oakland Metropolitan Area during the first 11 months averaged 1,027,336, an increase of 1.4% above the corresponding period last year. All the industry groups except Government reported gains. The November metropolitan area employment estimated at 1,031,800 was 1.1% under November last year but a few industrial groups reported gains. Construction and Government groups were down about 8,000 persons each but gains in the Service, Finance, and Agriculture groups helped to reduce these losses. November unemployment totaled 32,500 persons compared to 29,000 last year. Manufacturing employment for the first 11 months averaged 217,827, a gain of 5,500 persons or 2.6% above a year ago; service industry, 206,236—a gain of 2,000 or 1%; retail trade, 171,455—a gain of 3,000 or 1.8%; transportation, communications and utilities group, 116,109—a gain of 3,700 or 3.3%; wholesale trade, 71,618—900 or 1.3%; finance, insurance and real estate, 64,818—a gain of 1,100 or 1.7%; and agriculture, 20,209—a gain of 1,100 or 5.8%. On the other side of the ledger for the 11 months, government employment of 89,882 was down 4,000 or 4.3%, and construction at 66,618 was practically the same as last year.

FINANCIAL TRANSACTIONS GAIN

November bank debits for the 5 Bay Area cities amounting to \$3.8 billion represented an increase of nearly \$200 million or 5.5% over last year; the 11-month cumulative of \$42.9 billion was nearly \$613 million above last year, or 1.4% up. San Francisco Stock Exchange transactions in November amounting to \$15.9 million were off 1.3% from a year ago but the 11-month cumulative of \$185.4 million was up 2.3%. November commercial failures in San Francisco reported by Dun & Bradstreet numbered eight—identical to a year ago; and the 11-month total amounted to 130 compared to 128 last year.

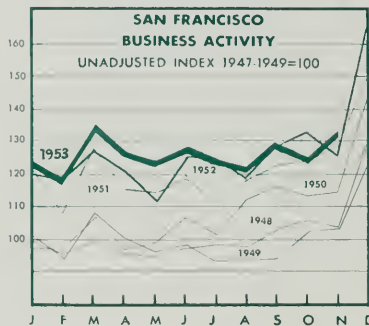
RETAIL TRADE RETAINS GAIN

Department store retail sales in the San Francisco-Oakland Metropolitan Area during the first 11 months averaged 1% above last year but November sales were down 2% below last year. Reports from the large retail stores in San Francisco and Alameda Counties to the U.S. Dept. of Commerce for the first 10 months indicate grocery store and automotive group sales were ahead of last year but sales of the apparel group, the furniture group, and eating and drinking places, were off. Merchant Wholesaler sales in the Pacific Coast for the first 10 months were reported at 3% above the corresponding period last year compared to an average increase of 4% in the nation. Inventories at the end of October were 10% above a year ago in both Pacific Coast and the nation.

TRANSPORTATION TRENDS MIXED

Airport traffic led last year in most departments; cargo vessel traffic topped last year, also, but rail and truck movements

were practically identical to the same period last year. During November, 409 cargo vessels arrived in San Francisco Bay, and the 11-month total of 4,691 arrivals with 22,123,352 registered tons topped last year by 3.9%



and 7.1% respectively and were well along the course to an all-time high in vessel tonnage. During the first 11 months the Port of San Francisco chalked up 5,162,307 revenue tons, closely approximating the preceding year, with foreign, intercoastal and coastwise tonnage movements exceeding those of a year ago. The San Francisco-Oakland switch-

ing limits accounted for 454,835 freight car movements during the first 11 months compared to 454,467 during the preceding year. Truck movements in the San Francisco area were up 3.8% in November but the 11-month total was less than 1% above a year ago. Bay Bridge vehicle crossings in November were 2.6% under a year ago but the 11-month total of 29,026,224 crossings was up 2.4%. November Golden Gate Bridge vehicle crossings exceeded last November by 1.8% and the 11-month total of 1,013,287 crossings was up 3.1%. Out-of-State passenger cars entering Northern California gateways tapered off in November, dipping 5.6% below a year ago but the 11-month total of 736,213 entries was 6.2% above a year ago.

UTILITIES GAIN

Electrical energy sales and commercial and industrial water sales in San Francisco during the first 11 months were up 3.3% and 1.3% respectively over last year, but industrial and commercial gas sales were off nearly 2%.

SAN FRANCISCO CONSUMER PRICES

The Consumer Price Index (1947-49 average=100) for San Francisco for All Items was 116.9 in September or 2.1% above September a year ago. The March-June-September quarterly average of 116.1 was up 1.8%. Food price index for October at 114.4 was 1.7% above last October but the 10-month average of 113.9 was down 0.6%.

11-MONTHS BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	NOVEMBER 1953	% FROM 1952	11 MOS. 1953	% FROM 1952
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS.....Total Number	132.2	5.3	125.4	2.3
Residential, New.....Value	11,181,638	467.0	57,565,053	36.4
Dwelling Units.....Number	7,761,412	992.6	20,349,183	40.6
Single-Family Units, New.....Number	757	937.0	2,005	24.0
Non-Residential, New.....Value	2,437,114	468.4	23,616,622	69.7
Addns., Alterations and Repairs.....Value	908,112	9.0	13,409,245	30.0
REAL ESTATE—Deeds Recorded.....Number	1,345	1.4	11,984	—1.5
*RETAIL DEPARTMENT STORE SALES.....Index	147	—2.0	110	0.5
FINANCE—Bank Debits.....\$000	3,029,098	11.7	34,178,145	2.7
Postal Receipts.....\$	3,401,575	33.9	26,815,198	—8.5
S. F. Stock Exchange.....Shares Traded	1,067,906	—1.2	16,071,853	—3.8
Market Value \$	15,928,516	—1.3	185,418,180	2.3
COMMERCIAL FAILURES.....Number	8	0.0	130	1.6
INDUSTRY TRENDS—6 Bay Area Counties Total Employed (Number)				
Manufacturing.....(p)	1,021,800(p)	—1.1	1,027,336	1.4
Construction, Contract.....(p)	211,500(p)	—0.4	217,827	2.6
Finance, Ins., Real Estate.....(p)	67,100(p)	—10.2	66,618	0.0
Retail Trade.....(p)	64,700(p)	0.6	64,818	1.7
Wholesale Trade.....(p)	173,800(p)	—0.2	171,455	1.8
Service.....(p)	71,300(p)	0.1	71,618	1.3
Trans., Comm. & Utilities.....(p)	210,400(p)	1.9	206,236	1.0
Agriculture.....(p)	115,100(p)	—0.7	116,109	3.3
Govt.—Fed., State, City.....(p)	19,100(p)	13.0	20,209	5.8
Other.....(p)	85,600(p)	—9.0	89,882	—1.3
Other.....(p)	2,800(p)	0.0	2,309	—1.5
TRANSPORTATION FRT. Car Movements.....Number	15,273	3.1	164,665	0.1
S. F. Airport—Planes In and Out.....Number	10,216(a)	3.0	96,210(b)	8.5
Passengers Off and On.....Number	168,323(a)	1.9	1,633,377(b)	9.8
Air Mail Loaded & Unloaded.....Lbs.	2,468,921(a)	2.1	23,686,960(b)	—1.2
Air Express Loaded & Unloaded.....Lbs.	519,150(a)	0.4	5,180,991(b)	—10.7
Air Freight Loaded & Unloaded.....Lbs.	3,812,988(a)	0.6	32,354,084(b)	0.5
Rail Express Shipments.....Number	103,009	—8.6	1,158,910	—13.8
Truck Movements—S. F. Area.....Index	134.9	—3.8	139.0	0.6
Out-of-State Passenger Car Entries into No. Calif.....	48,326	—5.6	736,213	6.2
PORT OF SAN FRANCISCO—Revenue Tons				
Coastwise.....Revenue Tons	456,345	2.2	5,162,309	—1.9
Intercoastal.....Revenue Tons	12,387	12.9	138,418	6.4
Foreign.....Revenue Tons	38,104	—0.2	428,246	1.5
Foreign.....Revenue Tons	224,072	2.9	2,484,955	0.5
CARGO VESSELS (S. F. Bay)—Arrivals				
Millions of Registered Tons.....	409	1.2	4,691	3.9
Millions of Registered Tons.....	1,922,758	3.3	22,123,352	7.1
UTILITIES—Ind. and Comm. Gas Sales				
Cu. Ft. 1,413,700.....	1,413,700	—6.3	13,996,379	7.0
*Elec. Energy Sales—K-w. hours.....	130	1.6	1,381,418	3.3
Water Consumption—Comm. and Ind. Cu. Ft. 161,149,500.....	161,149,500	2.3	1,766,318,500	1.3
NEW DEVELOPMENTS—Tourist and Settler				
Bay Bridge Vehicle Crossings.....Number	458	—2.1	11,147	17.4
Golden Gate Bridge Vehicle Crossings.....Number	2,494,843	—2.6	29,026,224	2.1
Golden Gate Bridge Vehicle Crossings.....Number	915,213	1.8	11,013,278	3.1
FRUITS AND VEGETABLES RECEIPTS				
Carlots.....	1,714	—1.3	20,348	—1.4
LIVESTOCK SLAUGHTER (Insp. Dists.)				
Number.....	159,513	6.4	1,806,854	9.6
*S. F. LIVING COSTS—All Items				
Index.....	116.9(c)	2.1	116.1(d)	1.8
*RETAIL FOOD.....Index	114.4(a)	1.7	115.9(b)	0.6

*New Series (1947-49 Avg.=100) (a) October latest available. (b) 10 months (c) September. (d) March-June-September quarterly average. (p) Preliminary. Basic Data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Rothe New President Of Export Managers Association of S.F.

R. A. Rothe, vice president in charge of exports and foreign operations for Ray Oil Burner Co., has been elected 1954 President of the San Francisco Export Managers Association. Also elected were John T. Veltman



of Libby, McNeill & Libby, as Vice President; Frank M. Jacobs of Union Oil Co., Secretary; and William P. Stevens of Columbia-Geneva Steel Division, United States Steel Corp., Treasurer.

The Export Managers Association is composed of executives in Bay Area industries in charge of their companies' overseas sales. The San Francisco Chamber cooperates in the Association's program because of mutual world trade interests.

Rothe, born and educated in Europe, has made his career in world trade. He has traveled extensively throughout Western Europe and the Western Hemisphere. His firm was established in San Francisco in 1872.

San Francisco Pamphlet Enjoys Wide Popularity

The Chamber's Domestic Trade Department has supplied nearly 60,000 copies of the "Meet San Francisco Today" pamphlet to interested companies and organizations, who in turn promote the city by distributing them to their customers through their salesmen, dealers and accounts.

The pamphlet, prepared by the Chamber, is designed to "sell San Francisco" as the business, trade, financial, industrial and recreation center of the Pacific Coast, according to Michael J. Hughes, Domestic Trade Committee member in charge of the project.

"The cooperative interest on the part of San Francisco firms in distributing the pamphlet is particularly gratifying to the Chamber's Domestic Trade Committee, which originated the pamphlet," he said.

The literature, designed for enclosure in billings or advertising material, may be obtained by contacting the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 63.

Chamber Urges Elimination Of Coconut Oil Taxation

Seventeen months' study by, and debate between, two strong Chamber Committees have resulted in a final stand by the organization in favor of legislation eliminating a processing tax on coconut oil imported from the Philippine Islands—a subject of spirited discussion in many quarters of the nation.

The Agricultural and World Trade Committees—and the Board of Directors—went on record in favor of H.R. 6292 which would amend certain sections of Chapter 2470 of the Internal Revenue Act to eliminate tax and "authorize such steps as necessary to have the House Ways and Means Committee set a date for hearings on this legislation" during the next session of Congress.

BAY REGION WATER:

Chamber Urges State Water Projects Body To Pursue Sound Study of Barrier Problem

The Board of Consultants to the California Water Projects Authority was asked last fortnight by Glen Ireland, Chairman of the Chamber's Special Projects Committee, to recommend a Water Resources Development Plan for the Bay Region—with or without bay barriers.

At a hearing in Sacramento, Ireland expressed the Chamber's concern that the Board's study "will be short-sighted and frustrating if it does not result" in such a plan.

The Board of Consultants was formed recently to study Bay Region water problems and determine whether one or more barriers should be incorporated in development plans.

Because San Francisco's economic welfare is intimately related to that of the entire Bay Region, Ireland said, the Chamber for some years has advocated studies of Bay Region water resources, including the feasibility of bay barriers.

Ireland proposed these specific questions to the Board:

1. "If the bay barrier study and report show that the barriers in the southerly portion will not solve the water supply problems of southern Alameda county and Santa Clara county, will the study show how they may be solved?"

2. "Likewise, if a northern bay barrier will not solve the water supply problems of Napa

and Sonoma counties, as examples, will the study and report show what will solve them?"

Ireland said the Chamber believes the Board should emphasize point 4 of its study procedure, which states it will "Summarize current investigations and make some additional study of the general problems of water supply, flood control and reclamation in the San Francisco Bay Region to show present conditions and probable ultimate requirements and development."

S.F. Junior Chamber Names 1954 Officers

Carl A. Boller, Jr., chosen recently by the Chamber and TIME magazine as one of the city's 100 Newsmakers of Tomorrow, has been elected 1954 President of the San Francisco Junior Chamber of Commerce. Boller, 33, is in the Executive Department of American President Lines.

Boller joined the Junior Chamber in 1950, served as vice-president and treasurer in 1952, and as executive vice-president in 1953.

Other J.C. officers for 1954 are: Ted S. Petersen, Jr., Executive Vice President; Arthur V. Toupin, Vice President and Treasurer; Fred L. Stettner, Coordinating Vice President; Kenneth R. Shepherd, Vice President for State, National and International Affairs, and Eugene J. Sullivan, Secretary-Manager.

In addition to the Officers, members of the Board of Directors are: Frank L. Adamson, George O. Braden, Allyn C. Browne, W. Carl Brune, Jr., Douglas C. Carroll, Les Duryea, Jack Dwyer, Bob Lindemann, Robert P. Mann and Robert (Bart) Meredith.



Carl A. Boller, Jr.

Traffic Education Program Ends on Optimistic Note

The Chamber's six-week Traffic Education Program closed today with a lower per-week average in citations, but with a strong admonition by the Traffic and Highway Section to "watch driving and walking habits more closely from now on—and particularly during the holiday season."

Section Chairman Leonard S. Mosias said the weekly average in traffic citations since November 1 has "dropped considerably" from the 15,500 for the first ten months of 1953, but warned that "continued vigilance behind the wheel and on the streets" is necessary to save lives and make for better flow of traffic.

The Chamber has kept and published a weekly "box score" of citations in an effort to cut down on traffic violations.

KGO-TV in Third Week of New Power; Results Lauded

Television Station KGO-TV today completed its third week of operation with its new power of 120,000 watts visual and 158,000 watts aural amid laudatory comments from many outlying parts of the Bay Region as to reception under the power boost.

"Just like looking at a mirror," said Mayor Alex McCuskey of Santa Rosa, and from Russ Petit, manager of the San Jose Chamber, came the single word, "Wow!"

Earlier, the Chamber had congratulated Vincent Francis, general manager of KGO-TV, referring to the power boost as an "important step in the growth of the Bay Area."

"The increase in your power adds television to the list of factors which make the Bay Region a single, unified market," said Chamber General Manager G. L. Fox.



KGO-TV's Vincent Francis (left) and G. L. Fox

Chamber Praises Work Of Hospitality Center

Chamber world trade officials this week praised the International Hospitality Center for "more than a year of well-organized, effective work toward filling a great need—the hosting of visitors to the Bay Area from abroad."

During its first year of activity, the Center has called on business and community organizations for support in its program to welcome and assist the thousands of visitors from abroad, including about 2,000 overseas students who reside in the area.

From its offices at 421 Powell Street, the Center has developed close coordination with all groups active in the field of hospitality, according to the Chamber, and has built up a list of over 500 volunteers who are ready to contribute their services in assisting overseas visitors.

The program includes offering information on the area, legal aid, emergency loans, housing assistance, sightseeing, employment counseling, tickets for cultural events and hospitality in homes.

With Walt Brown

Association of American Battery Manufacturers at a recent meeting in Chicago.

(Continued from Page 1)

bers to continued efforts for 1954," said H. H. Fuller this week. "As Chairman of the Industrial Advisory Committee, may I express my thanks to each of you for your help in making 1953 a banner year," he said.

Cumulative totals through November, 1953, are as follows:

San Francisco		
9 New Plants	\$ 1,101,500	94 Jobs
52 Expansions	15,921,650	541 Jobs
61 Projects	\$ 17,023,150	635 Jobs

Bay Region (12 Counties)	
101 New Plants	\$126,712,900
293 Expansions	124,250,284
<u>394 Projects</u>	<u>\$250,963,184</u>

Northern California (48 Counties)	
116 Plants	\$128,842,900
334 Expansions	133,629,411
450 Projects	\$262,472,311

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Ass't Editor

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(Continued from Page 1)

117 elementary schools and 700 teachers; motor vehicle registration will increase about 39,000.

On the basis of national per capita consumption, the Chamber leader pointed out, these new civilian needs in the Bay Region will amount to the following: meat, 17 million pounds; butter, lard and margarine, three million pounds; fresh fruit, 13 million pounds; processed fruit, nearly five million pounds, and fresh vegetables, 30 million pounds. There will be a demand for about 93 million pounds of milk for human consumption and nearly four million dozen eggs. Sugar requirements will amount to about 11 million pounds, wheat flour, 16 million pounds, and coffee, nearly two million pounds.

The new market for all of Northern California next year should be about 41 per cent more than the amounts reported for the Bay Region.

INDUSTRIAL PROSPECTS

With the establishment of new businesses to meet the needs of new residents, a continued high rate of industrial development is indicated for 1954, Tapp stated. Industrial development in the Bay Region will reach an all-time high in 1953 with investment commitments for more than 100 new plants and 290 expansions totaling in excess of 250 million dollars.

"Developments during 1953 indicate that because of the growing Western market, increased east-west distribution costs and the more favorable private enterprise investment atmosphere, many corporations which have been considering Bay Region industrial development projects over a period of years are now prepared to proceed with their expansion plans," the bank executive observed.

FARM OUTLOOK

Coupled with the healthy business and industrial outlook, he said, is a generally good farm outlook for Northern and Central California tempered somewhat by the impact of a projected curtailment of the cotton crop which will mean some problems of adjustment in the San Joaquin Valley.

Many commodity groups will carry on stepped-up sales and promotion campaigns designed to increase consumption, reduce surpluses and maintain price stability. There should be a strengthening of the livestock market due, in part, to the effective sales promotion campaign by the State's cattle growers.

WORLD COMMERCE

In addition, the prospects of California agriculture are enhanced by the generally optimistic outlook for world trade in 1953. Experts feel that the export volume will be



JESSE W. TAPP

about the same as in 1953, and that imports, dependent on the level of industrial activity in the United States, may be slightly higher.

Due to the larger accumulation of gold and exchange reserves during 1953 by the large trading nations and many smaller countries, there is a feeling there will be some easing of import and exchange controls, Tapp said he gathered from reports given him by the Chamber's world trade groups.

California agriculture may expect a "good volume of exports of foodstuffs, primarily to Europe where business and financial conditions are better than ever," he interpreted from the reports. Increased purchases by Britain can be expected with the reopening of commodity exchanges and private trading in most commodities, and the elimination of rationing promised by British officials.

Latin American conditions in general are sound, the newly-elected Chamber president declared. There are some indications of better trading conditions in Argentina, Mexico and possibly Brazil. On the import side, the outlook for good coffee prices is favorable.

On world trade, Tapp continued: "Far East conditions may not show a great deal of change, but the new government in the Philippine Republic undoubtedly will bring new confidence. Thus, possibilities for a higher trade volume in both export and import are enhanced."

"Japanese trade conditions will likely continue about the same as in 1953, although that nation may feel the drop in government expenditures in Japan with the conclusion of the Korean War.

"No unusual changes are anticipated by our world trade groups in Southeast Asia. Pakistan and India since further political and economic adjustments must be achieved first. Any improvement in the price of rubber and tin will mean sounder economic conditions in Southeast Asia, thus making possible larger purchases from the United States.

"American exporters may expect increasing price and credit competition overseas, particularly from European nations," according to reports. "Astute world traders recommend resumption of our intensive selling methods with increased foreign advertising and improved services."

Increased competition, intensive selling methods and a general effort to reduce distribution costs also will be features of the domestic market during 1954 as the economy adjusts from "overtime production levels" to a solid defense pattern and a peace-time economy, Tapp concluded.

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